

# 2022 AMI AWARDS NATIONAL WINNERS

## SPECIAL CATEGORIES

### CERTIFIED PRACTICING MARKETER OF THE YEAR

Zeina Khodr

### CHIEF MARKETING OFFICER OF THE YEAR

Aimee Engelmann

### EMERGING MARKETER OF THE YEAR

Becky Amon

### MARKETING AGENCY OF THE YEAR

Paper + Spark

### MARKETING TEAM OF THE YEAR

Australian Broadcasting Corporation Audiences Team

### STUDENT ACHIEVEMENT

Chris Saxby

### SIR CHARLES MCGRATH AWARD

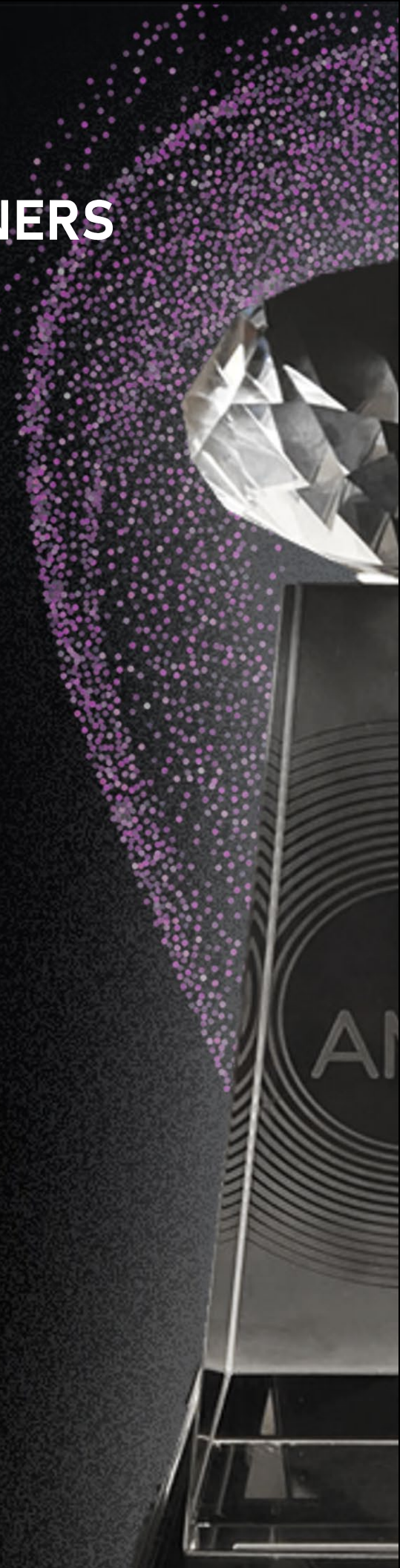
Brendon Cook

### LIFE MEMBER

Kristie Atkins  
Nina Christian

### CAMPAIGN OF THE YEAR

'Drink Driving FY21/22 - "Selfish Prick"  
South Australia Police - Media Road Safety Unit - Black Sheep  
Advertising





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## CAMPAIGN CATEGORIES

### ACQUISITION MARKETING

'Pay Discover Forward'

Symbio Wildlife Park | Sydney Children's Hospital's Foundation,  
Starlight Foundation, Canteen, Variety, and KidsWish

### BRAND REVITALISATION

'Gippsland: All Kinds of Wonder'

Destination Gippsland

### CONTENT MARKETING

'This is Uni... but not as you know it'

James Cook University

### CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

'Pay Discover Forward'

Symbio Wildlife Park | Sydney Children's Hospital's Foundation,  
Starlight Foundation, Canteen, Variety, and KidsWish

### CUSTOMER EXPERIENCE MARKETING

'MyEpiPen - if it's with it could save you'

Paper + Spark | Viatrix

### EVENT OR EXPERIENTIAL MARKETING

'Great Southern Bank Brisbane Heat Sponsorship - House  
Party Activation'

Great Southern Bank | MKTG Sports + Entertainment

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## CAMPAIGN CATEGORIES

### INSIGHT DRIVEN MARKETING

'Ethical Nutrients - Live Life Resilient'

Metagenics ANZ

### INTEGRATED MARKETING COMMUNICATIONS PROGRAM

'Pay Discover Forward'

Symbio Wildlife Park | Sydney Children's Hospital's Foundation,  
Starlight Foundation, Canteen, Variety, and KidsWish

### LOYALTY AND RETENTION

'Let's talk about bids, baby'

Aurora Marketing

### NOT FOR PROFIT MARKETING

'The Good Friday Appeal - ntegrity'

ntegrity | Good Friday Appeal

### PRODUCT OR SERVICE REVITALISATION

'Brownes Dairy Craft Cartons'

Brownes Dairy





# 2022 AMI AWARDS NATIONAL WINNERS

## CAMPAIGN CATEGORIES

### **PUBLIC SECTOR MARKETING**

'ABC Gives'

Australian Broadcasting Corporation

### **SMALL BUDGET MARKETING**

'Let's talk about bids, baby'

Aurora Marketing

### **SOCIAL CHANGE MARKETING**

'Drink Driving FY21/22 - "Selfish Prick"'

South Australia Police - Media Road Safety Unit | Black Sheep Advertising

### **SOCIAL MEDIA MARKETING**

'Tasman Eco'

AEK Media

### **SPONSORSHIP EFFECTIVENESS**

'Great Southern Bank's Sponsorship of Brisbane Heat'

Great Southern Bank