

2022 AMI AWARDS STATE WINNERS

ACQUISITION MARKETING

- QLD | New Year. New Bank. | RACQ Bank
- VIC | Discover Bombay | Bolster Group
- NSW | Pay Discover Forward for kids in need | Symbio Wildlife Park - Sydney Children's Hospital's Foundation, Starlight Foundation, Canteen, Variety, and KidsWish

BRAND REVITALISATION

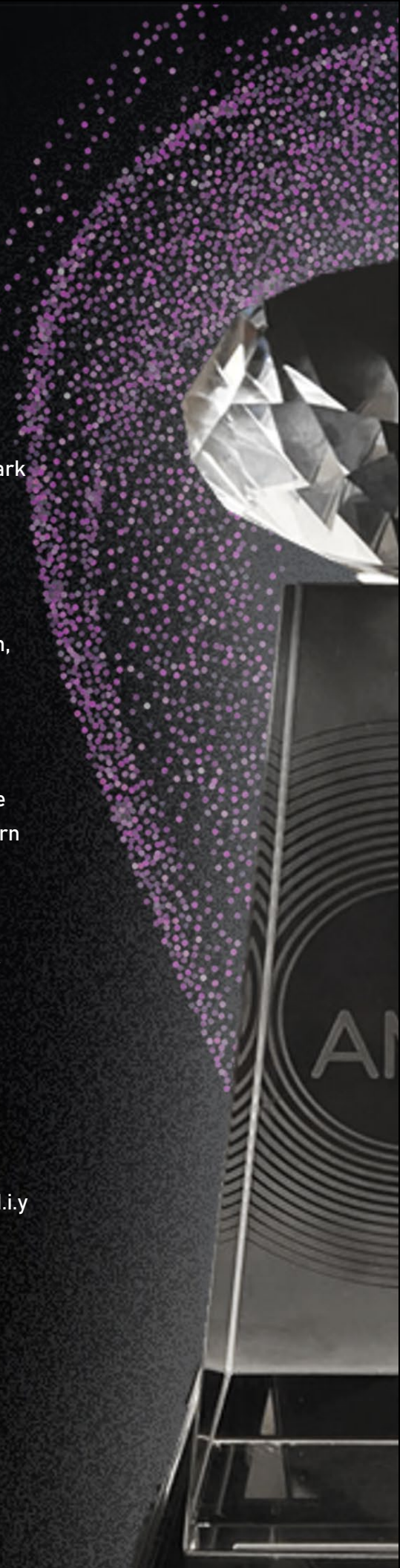
- NSW | realestate.com.au Brand Evolution | Brand Marketing Team, realestate.com.au. - Lifecycle Marketing - Customer Marketing
- VIC | Gippsland: All Kinds of Wonder | Destination Gippsland
- TAS | Cusp Building Solutions | The Claire Bennett Agency - Cusp Building Solutions - The Hermal Group
- WA | Karrinyup Development Launch | Karrinyup Shopping Centre
- QLD | Helping all Australians own their own home | Great Southern Bank

CONTENT MARKETING

- QLD | This is Uni... but not as you know it | James Cook University
- NSW | Content Copywriting x healthylife | Content Copywriting
- VIC | Virtual Reality Night at the Opera | Acorn Strategy

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

- WA | Hunt and Brew deconstructs cold brew coffee across supermarket aisles | Hunt and Brew
- INT | BrandRead.i.y: The one-stop Brand check point | BrandRead.i.y - Delia Suteja Yeboah, Principal Founder and Promoter. Daniel Sabados, Co-Founder. Mahesh Enjeti, Co-Founder
- NSW | Pay Discover Forward | Symbio Wildlife Park - Sydney Children's Hospital's Foundation, Starlight Foundation, Canteen, Variety, and KidsWish
- QLD | Let's talk about bids, baby | Aurora Marketing
- VIC | Ovarian Cancer Research Foundation's The Lab | ntegrity - Ovarian Cancer Research Foundation





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CUSTOMER EXPERIENCE MARKETING

- SA | Accessible Provenance Consumer Journey | South Australian Tourism Commission - Merkle - Carat
- NSW | MyEpiPen - if it's with you it could save you | Paper + Spark - Viatrix
- QLD | Waterfront Brisbane Marketing Suite | Dexus
- VIC | Art to The Streets | Chapel Street Precinct Association

EVENT OR EXPERIENTIAL MARKETING

- QLD | Great Southern Bank Brisbane Heat Sponsorship - House Party Activation | Great Southern Bank - MKTG Sports + Entertainment.
- WA | Karrinyup Launch Events | Karrinyup Shopping Centre
- NSW | Hello Kitty Town at Darling Square | Darling Square - Lendlease
- SA | Umbrella Lights | JLL - Makris Group

INSIGHT DRIVEN MARKETING

- QLD | Ethical Nutrients - Live Life Resilient | Metagenics ANZ
- INT | Reframe this moment campaign | EY
- WA | Bonfire helps St John WA build resilient communities and save lives. | Bonfire - St John WA
- NSW | Live Outlandish | Mitsubishi Motors Australia Limited - BCW - Wavemaker

INTEGRATED MARKETING COMMUNICATIONS PROGRAM

- NSW | Pay Discover Forward | Symbio Wildlife Park - Sydney Children's Hospital's Foundation, Starlight Foundation, Canteen, Variety, and KidsWish
- QLD | Using a mix of brand and acquisition marketing to drive an increase in engagement, enquiry and sales | Crimsafe
- VIC | Delivering for Australia | Australia Post - B2B Marketing team

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LOYALTY AND RETENTION

- NSW | WE/ME Membership Renewal | The Tax Institute
- QLD | Let's talk about bids, baby | Aurora Marketing
- SA | JLL Spring Client Event | JLL

NOT FOR PROFIT MARKETING

- SA | Welcome care | Resthaven Incorporated
- VIC | The Good Friday Appeal | Integrity - Good Friday Appeal
- NSW | 'What If' EVP | Catholic Healthcare

PRODUCT OR SERVICE REVITALISATION

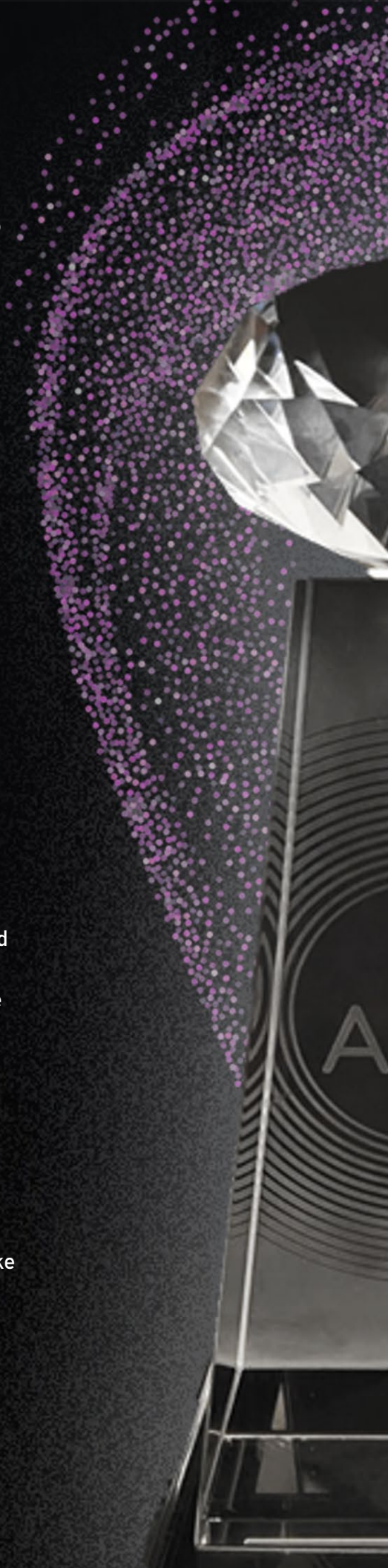
- WA | Brownes Dairy Craft Cartons | Brownes Dairy
- NSW | Sealy of Australia | G Squared
- SA | Both hands on the wheel - you're driving now, not us! | conveyancingSA.com.au

PUBLIC SECTOR MARKETING

- SA | The City of Adelaide's Christmas Festival Campaign: "Have a Cracker of a Christmas" | The City of Adelaide - Simple Integrated Marketing
- QLD | What Have You Got to Lose? | Khemistry & Queensland Fire and Emergency Services
- NSW | ABC Gives | Australian Broadcasting Corporation
- WA | City of Kalgoorlie-Boulder - Grey Nomad Recruitment Campaign | City of Kalgoorlie-Boulder - Marketforce Pty Ltd.

SMALL BUDGET MARKETING

- SA | Teach at St Barb's | Pitstop Marketing
- NSW | Small Marketing Budget | Attention Experts - Huds and Toke
- QLD | Let's talk about bids, baby | Aurora Marketing
- VIC | Virtual Reality Night at the Opera | Acorn Strategy





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SOCIAL CHANGE MARKETING

- WA | MercyCare Vaccination Uptake | MercyCare
- SA | Drink Driving FY21/22 - "Selfish Prick" | South Australia Police - Media Road Safety Unit - Black Sheep Advertising
- NSW | LADbible Australia | LADbible Australia

SOCIAL MEDIA MARKETING

- QLD | Beef Australia Social Media Campaign | The Creative Collective
- VIC | Leave Lockdown Behind | Chapel Street Precinct Association
- NSW | Tasman Eco | AEK Media
- WA | Immersense - A sensory celebration at Forrest Chase | ISPT - JLL- Trilogy Advertising and Marketing
- SA | Taste of Summer | JLL

SPONSORSHIP EFFECTIVENESS

- QLD | Great Southern Bank's Sponsorship of Brisbane Heat | Great Southern Bank
- NSW | Before Day One | Dexus

STUDENT ACHIEVEMENT

- NSW | Chris Saxby