

MEDIA RELEASE

2023 AMI MARKETING EXCELLENCE AWARDS

National Finalists

The 2023 AMI Marketing Excellence Awards have 17 Campaign Categories and 11 Special Categories. These are the finalists that have the chance to win the National Winner title.

CAMPAIGN CATEGORY

ACQUISITION MARKETING

“Bacardi Martini Australia - Audience Acquisition”

Bolster Group

“Asia Campaign - Our spiciest Asia sale”

Flight Centre Marketing

“ActewAGL LIVE A Good Life”

Cure Collective & ActewAG

“Heritage Bank Digital Acquisition Refresh”

Heritage Bank & Reprise

“Appliances Online Mastercard Performance Marketing Campaigns”

Wink & Appliances Online

“Start Strong”

Spirit Super

BRAND REVITALISATION

“Aboriginal Culture Campaign”

Tourism NT

“Feel Good Finds”

VMLY&R & St Vincent de Paul Society Queensland

“Walking On a Dream”

Tourism WA

“Hi Neighbour: Bringing nostalgia to Covella.”

AVID Property Group & Greenfields Development Company

“A place to belong.”

Guts Creative

“Ingham's Always Good”

We are Sprout.

“Make History at the University of Adelaide”

The University of Adelaide Marketing Team & Richards Rose & Carat (SA) & Forethought
Research & System1

“KFC Big Bash League Revitalisation”

KFC Big Bash League

CONTENT MARKETING

“Kids Talk | Growing YouTube subscribers is no child's play (or is it?)”

Flight Centre

“The Ultimate Classroom' Brand Funded Series”

Defence Force Recruiting & Universal McCann and MediaBrands Content Studio

“Detour to Spectacular”

Trilogy Advertising & Marketing & Australia's Golden Outback & Base Imagery & MDS
Audio

“Acoufelt Color Vernacular Volume II”

Acoufelt

“TikTok Content Creator Program”

The University of Adelaide

“Content Copywriting + Koala”

Content Copywriting

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING.

“Summer Campaign”

Tourism NT

“Navy Brand Campaign”

Defence Force Recruiting

“Kayo Cricket World Cup”

Kayo Sports

“Olivia’s Walk for Wellness: Transforming an annual fundraiser into a legacy, global event.”

Austin Health Foundation & Integrity

“Plan For Covid Antivirals - Test, Treat, Talk”

Paper + Spark & MSD Australia

“Heroes Campaign”

James Cook University

“What does the Easter Bunny do at Christmas?”

Publicis Groupe & Subway

“How NAB became the expert in fast home loan approvals”

NAB

EXCELLENCE IN CUSTOMER EXPERIENCE

“Yoghurt Digital & Oaks Hotels: 285.81% increase in booking engagement”

Yoghurt Digital & Oaks Hotels

“Childcare Saver

Wink & Childcare Saver

“The Pass by Australian Venue Co”

Australian Venue Co & Loyalty & Reward Co

“Swimming Australia – Designing Australia’s Most Loved Sport a New Virtual Home”

Publicis Worldwide & Swimming Australia

DATA AND INSIGHT-DRIVEN MARKETING

“realEstimate Campaign”

realestate.com.au

“The Perfect Storm”

Plico & The Hub Marketing Communications & Bureau 42 & Unify & Wildings Creative & Core Data

“COVID-19 Winter Campaign”

NSW Department of Customer Service & Brand and Communications Team

“Don't be a Tosser!”

Litter Prevention Unit at NSW Environment Protection Authority & NSW Government & OMD Australia

“Finding Financial Freedom - Unlocking Australia's Mental Wealth”

Kantar Australia

“Bonfire helps Fleet Network Capitalise on Surging Electric Vehicle Lease Demand”

Bonfire Digital

EXPERIENTIAL MARKETING

“'Lag Kills' - Drink driving 'All good All bad' campaign”

Department of Transport and Main Roads & Publicis

“Launching Beyond Blue's first signature event: The Big Blue Table”

Beyond Blue & integrity & Quantum Market Research, Atomic 212, Soda Communication

“Endeavour Energy - Future Forums”

Paper+Spark & Endeavour Energy

“Furphy, what is The Truck?!”

Thinkerbelle & Lion

“The Mastercard Sonic Trophy”

Mastercard & Octagon

PR CAMPAIGN OF THE YEAR

“Top Blokes Foundation - Lift the Load”

BRANDiT - Mel Greig, PR and Media Manager

“Stella the Stargazer”

Visit Victoria & Ample, Victoria by Farmer's Daughters

“Sparking a national conversation on Farmer Mental Health.”

Norco Co-Operative Ltd & Red Havas Brisbane

LOYALTY AND RETENTION

“Mobil Rewards”

Synchro Marketing

“The Pass by Australian Venue Co”

Australian Venue Co & Loyalty & Reward Co

“2022 Loyalty Campaigns”

Wink & Hawaiian Property Group

NOT FOR PROFIT MARKETING

“Ending Vaping in Schools”

Blurred Minds & Social Marketing @ Griffith Griffith University National Centre for Youth Substance Use Research

“Big Blue Table — Beyond Blue & Integrity”

Beyond Blue & Integrity & Quantum Market Research, Atomic 212, Soda Communication

“World Autism Understanding Day”

Autism Spectrum Australia

“Olivia’s Walk for Wellness — ONJ Cancer Centre, Austin Health & Integrity”

Austin Health Foundation and Integrity

“Oceans to Outback”

Donor Republic & Royal Flying Doctor Service

“Red Flags - The Lady Musgrave Trust”

Publicis Worldwide & The Lady Musgrave Trust

PRODUCT OR SERVICE TO LAUNCH OR RELAUNCH

“Plan for COVID Antivirals - Talk, Test, Treat”

Paper + Spark & MSD Australia

“realEstimate Campaign”

REA Group

“The launch of Hub.Health”

Midnight Health

“SOPO - Ground Floor Relaunch”

BRANDiT - Michelle Fragar, Founder and Director & SOPO

“Herstory in the Making - Port Adelaide AFLW”

Port Adelaide Football Club

“SubDog”

Publicis Groupe & Subway

PUBLIC SECTOR MARKETING

“NSW Savings Finder”

NSW Department of Customer Service

“Let’s Get It Sorted Campaign”

Department of Environment and Science, Queensland Government

“COVID-19 Winter Campaign - Little Things, Big Difference”

NSW Government Brand and Communications Team, Department of Customer Service

“Dr Karl's Vape Truths”

Publicis Worldwide & Queensland Health

“Don't be a Tossler!”

Litter Prevention Unit at NSW Environment Protection Authority & NSW Government & OMD Australia

PURPOSE-LED MARKETING

“Putting the spotlight on farmers' mental health.”

Norco Co-Operative Ltd & Red Havas

“Reshaping Social Responsibility: Engaging a New Generation in Volunteering”

Reef Digital Agency & Charitable Recycling Australia

“Senior Drivers - "Don't Stop Driving by Accident”

South Australia Police & The Sideways Theory

“Making Our Farm Families Safer Campaign”

Mallee Marketing Pty Ltd & The Victorian Farmers Federation (VFF) & the Making Our Farms Safer Project.

“Maarakool - Brand and Purpose-led Integrated Community Arts Campaign”

140 Perth & Cbus Property & Precinct Marketing Manager and Campaign Manager & CBRE & Block Branding

“Rallying Global Support for Australia's Iconic Platypus”

Social Media Team, UNSW Sydney & Platypus Conservation Initiative

SMALL BUDGET MARKETING

“Huds and Toke”

Attention Experts

“You've Got Mail”

Impero Group

“TikTok Content Creator Program”

The University of Adelaide

“Early Bird Campaign”

Surge Marketing

“2022 Loyalty Campaigns”

Wink & Hawaiian Property Group

SOCIAL MEDIA MARKETING

“More Than Human Social Media Campaign”

PAW by Blackmores

“Femme Connection”

Attention Experts

“Navy Social Media Campaign”

Defence Force Recruiting

“A challenger brand determined to be unlike other banks.”

Great Southern Bank

“2022-2023 Video First Content Strategy”

South Australian Tourism Commission & Lily Hoffmann & Grace Flynn

“TikTok Content Creator Program”

The University of Adelaide

SPONSORSHIP EFFECTIVENESS

“Watch it with Willies.”

Willie Smith's Tasmanian & Lusy Productions

**“Great Southern Bank's Sponsorship of Carlton Football Club - Built for the brand,
designed for fans.”**

Great Southern Bank

“Aqium Hand Sanitiser and the AFL: Addressing Clutter, Promoting Safety, and Establishing Market Leadership”

Ego Pharmaceuticals

SUSTAINABILITY MARKETING

“Lenovo Precious Metals”

Lenovo ANZ & Herd MSL

“Let's Get It Sorted Campaign”

Department of Environment and Science, Queensland Government

“Wonder Recycling Rewards Program 2022”

31ST & Goodman Fielder Pty Limited

“LINE Hydrogen launch and funding campaign”

Compass Studio

“Let's build a better world.”

Engine Group & Timber Framing Collective

SPECIAL CATEGORY

CERTIFIED PRACTISING MARKETER OF THE YEAR

Richard Blackwell

Media Road Safety Manager of SA Police

Jo Rao

General Manager of Wink

Sarah Spence

Founder and CEO of Content Copywriting

CHIEF MARKETING OFFICER OF THE YEAR

Clinton Hearne, Head of Marketing of Flight Centre

Megan Keleher, Chief Customer Officer of Great Southern Bank

Joanne Smith, Chief Brand, Innovation and Communications Officer of Blackmores

EMERGING MARKETER OF THE YEAR

Jessica Green

Marketing Team Leader – AFLW & Port Adelaide Football Club

Natalie Dumitro

Communication and Marketing Officer of Charles Darwin University

FUTURE LEADER OF THE YEAR

Alicia Dyke

Group Marketing Manager of Sime Darby Industrial Services

Demi Reardon

Account Manager of BRANDiT

Shaja Foster-Ho

Client Success Director – Loyalty of Wink

Kasey Signall

Chief Operating Officer of Content Copywriting

INDEPENDENT AGENCY OF THE YEAR

The Claire Bennett Agency

Lucy Bingle - LinkedIn Marketing

We Are Sprout

Wink

Where U?

LARGE AGENCY OF THE YEAR

Concept Marketing

Publicis Worldwide

Content Copywriting

Thinkerbell

MARKETING TEAM OF THE YEAR

Flight Centre Global Marketing Team

Cashrewards

South Australian Tourism Commission

Perth Festival 2023 Marketing Team

Great Southern Bank Marketing Department - Happily empowering customers with clever solutions

There are only national winners for the Sir Charles McGrath Award, Life Member, Up to \$1 million Campaign of the year and Above \$1 Million Campaign of the year.

THANK YOU TO OUR SPONSORS!

Awards Sponsors



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