

Special awards recognise career achievement

Our best-ever attended Awards for Marketing Excellence gala dinner, held as part of the annual conference in October, was a fitting occasion to recognise and confer the Institute's two awards for outstanding individual achievement.

Since 1976, the **Sir Charles McGrath Award** has been presented to those who have made a significant contribution to the field of marketing through sound business practice, development of the marketing profession, and wider industry achievements.

This year's recipient is **Gail Kelly** (pictured), chief executive of St George Bank. She is the first recipient of this award from the finance sector.

Gail joined St George in 2001 from the Commonwealth Bank of Australia, where she served in her most recent role as head of the customer service division and as a member of its executive committee.



From 1980-97 she worked with Nedcor Bank, one of the four main banks in South Africa. During this time she held several senior roles, including general manager cards and general manager personal banking.

In May 2007, Gail was awarded an honorary Doctor of Business from Charles Sturt University, Bathurst, for her contribution to the financial services and banking industries.

She serves on the Board of the Melbourne Business School and is also a member of the Financial Sector Advisory Council, the NSW Premier's Business Roundtable, and the YWCA Advisory Council.

She has been announced as the new chief executive of Westpac and will take up this role on 1 February 2008.

In her acceptance speech, Gail spoke about marketing as a true passion. She added that a central precept of marketing, which is core to her overall business philosophy, is that customers are at the centre of the company in terms of how you organise, listen, respond and provide choice

CPM Marketer of the Year

The **CPM Marketer of the Year Award** has been established to strengthen the position of the Institute's Certified Practising Marketer program and to recognise the contributions of an outstanding CPM.

These contributions might include playing a significant role in marketing in either the corporate or public sector, contributions to the development of marketing theory and practice, or contributions to the professional status and recognition of marketing.

Graeme Chipp, the managing director and co-founder of Growth Solutions Group, is the 2007 CPM Marketer of the Year.

Graeme's career has spanned more than two decades, with an emphasis on marketing and business development activities in both Australian and international markets. He has a unique

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mix of management consulting and senior executive experience in strategy development, marketing and business startups.

Graeme is a recognised leader in the fields of brand strategy, marketing and organisational effectiveness. He has advised many of Australia's leading companies and has worked across a variety of sectors including retail, wine, food, tourism, apparel, grocery, home and garden, financial services, telecommunications, infrastructure and e-commerce.

His experience includes several years as a consultant with McKinsey and Company and as a line executive with large Australian blue chip organisations.

Graeme headed the ANZ Bank's retail operations and later its global cards strategy development. Earlier in his career, he headed the marketing and establishment of a new restaurant chain development across Australia, Denny's Restaurants, for the Ansett Hotel and Leisure Division.

Graeme has been a champion for marketing to have a stronger voice in business. He is the co-author *Marketing in the Boardroom* (2007), which has made a significant contribution to promoting the value of marketing at senior levels. Another co-author is Kevin Luscombe, a previous recipient of the Sir Charles McGrath Award.

A Fellow of the Institute, Graeme is also a member of the Australian Institute of Company Directors, a trustee of the Robert Rose Foundation, and is actively involved in the Australian Football League Kickstart Indigenous Community Exchange Program, which he established in co-operation with the AFL.

Graeme is a very deserving CPM Marketer of the Year.



AMI chairman Roger James (left) presents the CPM of the Year Award to Graeme Chipp, managing director of Growth Solutions Group.

Winners celebrated at exciting gala presentation

The Australian Marketing Institute's 2007 Awards for Marketing Excellence were presented before a huge audience at the Hilton Sydney on 18 October as the main feature of the Institute's annual conference gala dinner.

The awards are presented to organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Our aim is to acknowledge exceptional examples of marketing practice and to raise the standards of marketing professionalism.

The AMI in each state of Australia has presented marketing awards to recognise outstanding marketing achievements. The category winners from each state become national finalists and are competing with the national finalists from around Australia.

The awards seek to recognise both the successful execution of marketing activities and the strategic rigour from which marketing campaigns are developed. We are indebted to the outstanding marketers who are sharing their extensive knowledge, experience and vision with us.

In judging the awards, emphasis was given to these elements:

- The business issue.
- Your solution.
- The business result.
- The key outcomes that contributed value to the organisation.

Our judges focused on these aspects of the marketing campaign:

- Superior value.
- Differentiation.
- Innovation.
- Effective use of resources.
- Measurement.

The AMI awards are distinguished by criteria that force marketers to articulate the whole process that leads to measurable results; they require commitment and effort. These are the toughest marketing awards to enter and the toughest to win.

Judges reserve the right to withhold awards in any category at their discretion and we are delighted to announce that every category this year received high-quality entries and will be awarded.

To ensure unbiased judging, each entry was quantified against judging criteria and the quality of the application itself.

Given such high standards and such hot competition, reaching the national finals is a significant achievement. All finalists are to be congratulated, as are the judges for their dedication and discernment.



Links to:

Categories winners

- Brand Extension
- Brand Revitalisation
- Consumer Insight
- Corporate Social Responsibility
- Education
- Incentive Marketing
- Internal Marketing
- Loyalty Program
- Marketing Communications
- Multimedia and Interactive
- New Brand
- New Product/New Service Launch
- Relationship Marketing
- Social Marketing
- Sponsorship
- The finale: Marketing Program of the Year

The category winners

Brand Extension

The finalists:

- iiNet Limited, 'Manifesto'
- BlueScope Steel, 'COLORBOND® Permagard® Steel by Blue Scope Steel'
- BigPond, 'BigPond Chinese New Year Sponsorship'
- Ergon Energy, 'Ergon Energy – A Great Place to Work'
- Department of Health and Human Services and Red Jelly, 'Health Careers in Tasmania'

The winner: Ergon Energy

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AMI chairman Roger James (right) presents the award in the Brand Extension category to Andrew Roberts, brand and marketing communications manager, Ergon Energy, and Lucie Bennett, Ergon Energy.

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Ergon Energy is an icon brand in Queensland with strong links to the community and government institutions. In early 2007, the company decided that it needed to strengthen its position as an employer of choice. The main objective was to differentiate Ergon Energy in a challenging market and to build customer and employee pride in the company.

Ergon generated stronger brand equity and interest in the company by cleverly using the strength of its brand in the Queensland market to create a highly integrated and effective brand extension campaign. The unique qualities of the parent brand (trusted, safe and cultural pride) were effectively used to create stronger brand values with both customers and employees.

Brand Revitalisation

The finalists:

- Poseidon Tarama, 'Market Leader Black Swan Fuels Dips to No 1 in Dairy Cabinet'
- Fletcher Insulation, 'Sisalation Brand Revitalisation'
- V/Line Passenger, 'A Careful Balance Between Old And New'
- Regional Radioworks, 'Bye Bye Regional Radio Bureau, Hello Regional Radio'
- Tourism Tasmania, 'Island of Inspiration Campaign'
- Hibiscus Retirement Resorts, 'Happiness is ... Hibiscus'
- Free TV Australia, 'Breathing New Life Into Free-To-Air Television'
- Tourism Queensland, 'Where Else but Queensland'
- Sunbeam and bellamyhayden, 'Unleash the Barista'
- Defence Force Recruiting and The LAM Agency, 'The Event Vehicle Program'
- Veda Advantage, 'A Super New Way of Doing Business'
- First National Real Estate, 'We Put You First'
- Peet, 'Peet Prospers from Brand Revitalisation'
- Supercheap Auto, 'Supercheap Auto Brand Revitalisation'
- TenMen Strategic Marketing and Wrightson Seeds, 'Put Simply – More is Eaten'

The winner: Sunbeam and bellamyhayden

Sunbeam's launch of a range of espresso machines resulted in significant growth, but several key marketing issues were identified that threatened to erode the seemingly sound performance.

- Domination by specialist brands, resulting in a relatively low Sunbeam share.
- Strong consumer support for brands with a European and particularly Italian heritage.
- No link between advertising and sales.

The focus was changed from the machine and coffee to the 'coffee maker', leading to the creation of the credible 'Unleash the Barista' campaign, fronted by former world barista champion Paul Basset.

Traditional advertising was assigned a new role to create awareness of the 'Sunbeam Coffee Schools and DVD', a 'Short Black Book', and revised point of sale, which contributed to category growth of 33%.



Todd Alchin, head of strategy, bellamyhayden, accepts the award in the Brand Revitalisation category from AMI chairman Roger James.

Consumer Insight

The finalists:

- Ericsson, 'Ericsson ConsumerLab'TM
- Telstra and SEMA, 'Marketers Dream – Telstra Prospect Database'
- B&E and Red Jelly, 'It's All About Me'
- ANZ Financial Planning, 'Are You Another Year Older? Or Another Year Richer?'
- St George Bank, 'Satisfying the Gold Segment'
- Essendon Football Club, 'Unlocking our Potential: Activation and Engagement of an Untapped Supporter Base'
- Tourism Australia, 'My Australia'
- Western Australia Local Government Association, 'Community Positioning – A Matter of Trust'
- Stockland, 'Stockland Hot 100'
- Tourism Australia, 'Get A Life, Take An Aussie Holiday'
- Sunbeam and bellamyhayden, 'Unleash the Barista'

The winner: Western Australia Local Government Association (WALGA)

A critical new consumer insight by the Western Australia Local Government Association – the 'A Matter of Trust' campaign – challenged programs traditionally used by councils and enabled development of a successful television campaign.

'A Matter of Trust' was based on sound research to clarify the nature of the problem; to quantify the image problem at the heart of the staff recruitment and retention issues; and to gain insights into the appropriate response – the best way to

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communicate trust. It met all targets from initial reach and frequency objectives to sustained improvements in key image scores. This progress was reflected in improvements in the recruitment and retention of staff, as well as the ability for the achievements to be quantified and expressed as monetary savings. The campaign has since been snapped up by other authorities.

Corporate Social Responsibility

The finalists:

- West Coast Eagles Football Club, 'West Coast Eagles Football Club – The Cancer Council WA'
- Solterbeck, 'ANZ Blue Week'
- realestate.com.au, 'Do Something Big for Kids'
- Stockland, 'Stockland Green Hills Retail Rookie'
- Synergy and Market United, 'Synergy SmartWays Energy Calculator'
- Tourism Tasmania, 'The Tasmanian Devil Campaign'
- Sunwater and Make, 'Safety is No Accident'

The winner: realestate.com.au

For one month, realestate.com.au (REA) bought the biggest outdoor supersite in the southern hemisphere – Sydney's Glebe Island Silo – where 130,000 motorists pass each day, to show that the biggest real estate website also had the biggest heart. Together with the NSW Department of Community Services, the aim was to find a foster home for 200 children before Christmas by reaching out to the 75% of people who have never considered becoming a foster parent.

The 'do_something_big_for_kids' URL on realestate.com.au received an amazing 79,626 unique visitors. REA then handed the billboard over to DoCS specifically to promote its cause, Homes for Kids. DoCS received 434 leads from potential foster carers and the REA campaign generated more than \$46,000 of media exposure for its cause.

Education

The finalists:

- RAC, 'RAC – keys2drive Program'
- Metropolitan South Institute of TAFE, 'Business Mentors for Queensland Small Business'
- TAFE NSW Western Institute, 'Messages for a Mature-age Market'
- Launceston Church Grammar School, 'From Little Things, Big Things Grow'
- Deakin University, 'Vote 1 Deakin'
- Victoria University, 'An Education Challenger Brand'
- Australian Education International (AEI) Taiwan, 'Marketing Australian Education & Science Excellence'
- University of South Australia, 'Team UniSA'

The winner: Metropolitan South Institute of TAFE

Small and medium enterprises account for almost 97% of Queensland businesses and employ approximately 612,000 people. However, an estimated 90% of small businesses fail because of poor business skills.



Chairman Roger James presents the award in the Corporate Social Responsibility category to David Platter, corporate PR manager, realestate.com.au



Roger James presents the trophy in the Education category to Leiza Wood, marketing manager, Metropolitan South Institute of TAFE.

Business Mentors for Queensland Small Business was developed with the Department of Education and guided by the Metropolitan South Institute of TAFE. The successful integration of government, industry and stakeholder partnerships delivered value for money for small business owners compared with its higher-priced competitors.

The program has exceeded its initial goals and is now

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rolling out to the rest of Queensland. Key outcomes include 436 inquiries, 209 businesses signed up (30 signing in one week alone), 14 repeat business transactions and a potential overseas pilot program – all within only three months of launching.

Incentive Marketing

The finalists:

- Stockland The Pines Shopping Centre, 'Win 1 of 20 Trips to Hong Kong'
- Synchro Marketing, 'Toyota Sales Society Program'
- Optus and Solterbeck, '007 Recognition and Reward Program'
- Australia Post, 'Mission Postible'

The winner: Stockland The Pines Shopping Centre

Stockland The Pines Shopping Centre was performing well below industry benchmarks. Customer awareness of recent improvements was low and so was the morale of the retailers.

A well-integrated marketing campaign that offered 20 trips for two to Hong Kong drawn over 20 days was the centre's most successful branding and sales event ever. The competition attracted more than 11,000 individual entries, free publicity, and substantially higher-than-expected increases in sales for November and December 2006.

High involvement and continued curiosity was gained through reserved seating for prize awards, follow-up of the winners and gift cards, all designed to encourage positive word of mouth. The incentive program achieved strong sales growth as well as an impressive customer database for future promotions.

Internal Marketing

The finalists:

- Veda Advantage, 'A Super New Way of Doing Business'
- Synchro Marketing, 'Perpetual Mobius Awards Program'
- Leighton Contractors, 'Orangetree'
- Australia Post, 'Mission Postible'
- Orchard Funds Management, 'SAITeysMcMahon – Strategy Bootcamp'
- Department of Economic Development, 'Internal Communications Enhancement Project'
- Brisbane City Council, 'CEO Roadshows – Creating the Vision'
- ANZ Financial Planning, 'World Upside Down Personal Insurance Campaign'
- Hume City Council, 'Building Pride and Belonging in a Time of Change'
- Professional Public Relations, 'Internal Launch of Refreshed Global Brand (IELTS)'
- Solterbeck, 'ANZ Blue Week'
- JPMorgan, 'JPMorgan Riskman'

The winner: Australia Post



Lisa Tierney, marketing manager, Stockland, accepts the award in the Incentive Marketing category from AMI chairman Roger James.



Manuela Curzon, marketing segment manager NSW/ACT, Australia Post, accepts the award in the Internal Marketing category from AMI chairman Roger James.

Australia Post was faced with the challenge of having its product range compete in the open market, away from the traditionally perceived product and sales were stagnant.

Based on the highly recognisable and aspirational theme of 'Mission Impossible', a campaign was developed with internal incentives at an individual and team level. Account executives became secret agents with a clear mission: to hit Australia Post (contestable) revenue targets.

Performance from the teams against the set targets was explicitly recognised among peers and the winners were

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promptly presented with their rewards, maintaining program enthusiasm and momentum. The planning, creative concept, precise execution and transparent measurement delivered staggering sales results and the 'Mission Postible' campaign is now being rolled out nationally.

Loyalty Programs

The finalists:

- IBM, 'System p™ Economic Replacement Tool'
- Stockland Rockhampton, 'Money for Masterminds'
- Hobart City Council, 'Hobart Advantage Club'
- Vodafone and agency On-Demand, 'Business Delight'
- Synchro Marketing, 'Passport to Rewards Program'
- Philip Webb Real Estate, 'Loyalty ... You Have to Give It To Receive It'
- Visible Results, 'BBRC Pulse Rewards Retail Customer Loyalty Program'

The winner: Hobart City Council

Challenged by increased competition from larger shopping centres, Hobart City Council launched the Hobart Advantage Card, focusing on the CBD as not only a shopping destination, but as a meeting place to wine and dine. Participation was free for any business offering an appropriate incentive for card holders. The program was launched at a trigger event that emulated the intrinsic of the shopping experience in the CBD. Communication was via TV, print and online.

The program achieved 150% of targeted business memberships before the launch date. Annual retention of businesses is 100%. Six times the number of targeted card holders have enrolled, of which 83% use the card monthly and 32% daily!

A well-thought-out communication program, effective use of a database, relevancy and interaction helped to make the HAC the most visited area on the Council's website.

Marketing Communications

The finalists:

- MBF, 'ClearView 'Costello' Mailing'
- Hitachi Data Systems, 'Hitachi Account Farming Program: Fire Extinguisher'
- Telstra Business, 'Great Phone Sprint Campaign'
- Microsoft Australia & Jack Morton Worldwide, 'Tech.Ed 2006'
- Sony Australia & Jack Morton Worldwide, 'Sony Handycam 'Rip up your shoebox' campaign'
- IBM, 'Government Innovation Series'
- IBM, 'IBM Midmarket Webinars'
- Free TV, 'How Free TV Tuned Into The New Media Marketplace'
- Tourism Australia, 'Wonders Down Under'
- The University of Adelaide, 'Life Impact on Campus'
- Sunbeam, 'Unleash the Barista'
- Deloitte, 'CXO Hero Campaign'
- Menzies Research Institute and Red Jelly, 'Menzies Research Institute'

- Vodafone Australia Foundation, 'World of Difference Program'
- Telstra Country Wide, 'Telstra Unforgettable Experience'
- National Pharmacies, 'Magazine Better Than Catalogue'
- Dairy Australia, 'dairygood For Life Campaign'
- Tourism Queensland, 'The Whitsundays 74 Islands Out of the Blue'
- Elders Insurance, 'Elders Insurance Local Campaign'
- Telstra Business, 'Telstra Business Next G Press Insert'
- ANZ Financial Planning, 'Super Heroes Campaign'
- John West/Simplot Australia Pty Ltd, 'Fly Fishing Tackle'
- HCF, 'Driving Sales Performance 2006/07'
- Sony Australia Limited, 'Casino Royale'
- GESB, 'Feed Your Super'

The winner: Dairy Australia



Gale McLardie, marketing communications manager, Dairy Australia, accepts the trophy in the Marketing Communications category from AMI chairman Roger James.

Dairy products are a staple in the diets of young Australians, but consumption tapers off among older target audiences creating shortfalls of calcium content in the diets of many Australians, particularly mothers. An informative campaign focusing upon target audience lifestyle was developed to promote consumption of dairy products.

The campaign included a calculated use of television as a communications media, both in placement – ensuring recall initially followed by reinforcement later in the program – and in creative that effectively provoked thought and promoted identification among the target audience.

Dairy Australia succeeded in delivering greater product consumption, increased consumers willingness to pay more for dairy, educated the consumer on the end benefits for them, and created a platform for health professionals, regulators and the media to be dairy positive.

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Multimedia and Interactive

The finalists:

- Telstra Business, 'Solve Business Mysteries'
- Virgin Super and Market United, 'Have a Super New Year'
- ANZ Financial Planning, 'Procrastinators Online Marketing Campaign'
- Icon.Inc, 'Consumer Website www.donateblood.com.au'
- University of Adelaide, 'Life Impact on Campus'
- BankWest and Market United, 'BankWest Instant Saver Photogallery'
- Tourism Queensland, 'Where Else but Queensland'
- Synergy and Market United, 'Synergy SmartWays Energy Calculator'
- IBM, 'IBM Business Partner Interactive Summit 2007'
- Hoodlum/ITV, 'Emmerdale Online Channel'
- Suncorp, 'Margin Trader'
- Kelly Services, 'KellyJobExpo.com.au'
- Tourism WA and Market United, 'Win a Postcard Perfect Holiday'
- Yaffa Publishing and On Communications, 'Podcasting – A New Effective Form of Brand Engagement'
- oneworld and Qantas, 'Race Around Oneworld'

The winner: Tourism Queensland

Travel trends in 2006 showed Australians increased their preference for overseas travel while their preferences for domestic travel declined. Tourism Queensland developed a multimedia and interactive campaign building on the well-established 'Where else but Queensland' theme, including television, viral and email marketing, press and magazine advertising.

A competition was used to attract visitors to a purpose-built website with innovative hosting and progressive streaming to engage visitors and increase involvement. More than 250,000 people visited the site with almost 40% entering the competition and 85% registering to receive a novel video e-scape – a 30-second mini holiday.

The campaign successfully integrated online and offline media to generate traffic to the site and engaged visitors at many levels and building on their initial involvement.

New Brand

The finalists:

- Stockland, 'Stockland Riverton'
- Sony Australia Limited, 'Launch of Alpha A100 Digital SLR Camera'
- Alliance, 'The New Alliance'
- Smirnoff – Diageo and The Marketing Store, 'Smirnoff Twist'
- TorchMedia, 'TorchMedia'
- Orchard Funds Management, 'SAITeysMcMahon Grows Into Orchard'
- BlackRock Investment Management, 'BlackRock Launch'
- AustralianSuper, 'ARF/STA Merger To Form AustralianSuper'

The winner: Sony Australia Limited



Karen Bolinger, director of marketing for Staging Connections Group, presents the award in the Multimedia and Interactive category to Chris Chambers, manager digital marketing, Tourism Queensland.



Tim Rich, group manager corporate marketing communications, Sony Australia, accepts the award in the New Brand category from AMI chairman Roger James.

Sony needed to break through the clutter and position the Alpha A100 Digital SLR Camera against competitors who might carry higher ranking credentials in the top end of digital photography.

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Sony's task was to convince stockists that the Alpha A100 was worthy of shelf space and to convince those who were prepared to pay to get photo quality to buy it.

The successful *Real Photographers Wanted* campaign led Sony to significantly exceed targets by addressing their real market – serious photographers – and their needs or the benefits rather than the more sterile, feature-based, technical comparison. Sony cleverly positioned itself as a serious contender in the enthusiast end of the market in the minds of this important market segment.

New Product/Service Launch

The finalists:

- Springleaf/Teavolution Pty Ltd, 'Springleaf Iced Tea'
- Sol Beer/Woolworths and Red Jelly, 'Free your Sol'
- communicate et al Pty Ltd, 'Hamilton Village Launch – Enjoy Retirement Living'
- Peppers Homeloans, 'Xpress Product Launch Sept 2006'
- CPM Asia Pacific, 'Sales Development Program'
- Philip Webb Real Estate, 'Philip Webb on DISC'
- Natural Grain Eggs/Sunny Queen Farms and BCM, 'A Natural Winner'
- Jones Lang LaSalle, 'Sustainability at Jones Lang LaSalle'
- EDS, 'Launch of EDS Defence Services'
- CPM, 'Windows Vista Demo Warrior'
- CPM Asia Pacific Retail Activation, 'Halloween 2006 In Store Demonstration Campaign'
- Suncorp, 'Suncorp Family Protect Risk Campaign'
- BlueScope Steel, 'TRUCORE Steel Residential Framing Program'

The winner: Springleaf/Teavolution Pty Ltd

Teavolution had developed a unique product, Spring Leaf Organic Tea, brewed from real leaf tea and with no added sugar. Its special attributes and appeal to a specific age group demanded a targeted awareness campaign to overcome the dominance of the market leaders.

Teavolution developed a comprehensive marketing plan that delivered market awareness and subsequent sales using advertising, PR and product sampling. This unique product was launched into premium cafes and health food stores, establishing a significant lead in the new 'premium' iced tea segment.

With a limited budget investment, the results of the campaign clearly delivered amazing results. Sales increased by 640% over the previous year and the return on investment was a fantastic 450%, positioning the product well for the future.

Relationship Marketing

The finalists:

- AusIndustry, 'Small Budget, Steady Results – An Electronic Success'
- IBM, 'IBM Business Partner Interactive Summit 2007'
- Philip Webb Real Estate, 'Stretching the Friendship'
- Sunsuper and BCM, 'Sunsuper Re-Attachment Campaign'



AMI chairman Roger James presents the trophy in the New Product/Service Launch category to Matthew Braithwaite-Young, director, Teavolution Pty Ltd.

- Synchro Marketing, 'Retail Excellence Program'
- Stockland, 'Stockland Allisee Campaign'

The winner: Philip Webb Real Estate

For Philip Webb Real Estate, like all services businesses without a 'tangible' component to their market offering, the concept of building an ongoing, mutually beneficial relationship is a real marketing challenge.

Philip Webb Real Estate proactively uses classical marketing tools to understand its consumer; dynamic loyalty and communication programs to inspire its stakeholders; and

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Gordon Wearing-Smith, marketing manager, Philip Webb Real Estate, accepts the award in the Relationship Marketing category from AMI chairman Roger James.

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predetermined KPIs to measure its success through a combination of client satisfaction ratings and performance business indicators.

Establishing 'The Advantage Club' loyalty program, Philip Webb Real Estate successfully developed consistent repeat and referral business resulting in the company sourcing 47% of its overall business from repeat and referral clientele, consistently building its business turnover by 18% per annum over five years, resulting in an increase in market share.

Social Marketing

The finalists:

- Bequest Awareness Group and Senioragency Australia, 'Include a Charity Campaign'
- SIDS and Kids WA, 'Marketing Strategy Re-vitalisation'
- Tourism Australia, 'Get a Life. Take an Aussie Holiday'
- University of Adelaide, 'Living Life Impact – Open Day'
- State Library of Tasmania and the Tasmanian Museum and Art Gallery, 'National Treasures from Australia's Great Libraries'
- Department of Local Government, Planning, Sport and Recreation, 'Eat Well Be Active'
- WorkSafe and Victorian WorkCover Authority, 'Homecomings Campaign'
- Disability Services Australia, 'A Superman Looking For A Day Job'

The winner: WorkSafe and Victorian WorkCover Authority

Each year an average of 27 Victorians are killed at work and close to 30,000 are injured. This has wide-ranging affects: trauma for injured workers, their families, friends and workmates, disruption to business productivity, and the consequent financial drain on the economy.

To create multiple pressure points to drive attitude and behaviour change, the whole Victorian community needed to be engaged. The insight for the Victorian WorkCover Authority's 'Homecomings' campaign, "The most important reason for making your workplace safe, is not at work at all" has resonated on an unparalleled level. It has achieved its objectives, attained overwhelming community support, and is helping to drive positive actions in the workplace every day.

The campaign has been adopted by three other Australian states, testimony to the power of its strategic thinking, execution and universal acceptance.

Sponsorship

The finalists:

- IBM, 'Australian Open 2007'
- Diageo – Bundaberg Rum and The Marketing Store, '16th Player'
- Our Community and Australia Post, 'Building Better Communities'
- Supercheap Auto, 'Supercheap Auto Bathurst 1000'
- MBF Health, 'Growing Market Share in Western Australia'
- University of South Australia, 'Team UniSA'

The winner: IBM



AMI chairman Roger James presents the award in the Social Marketing category to Sonya Kennedy, brand and advertising manager, Victorian WorkCover Authority.



Michelle Pennell, regional marketing manager, IBM, accepts the award in the Sponsorship category from AMI chairman Roger James.

IBM developed a solution to an interminable problem for a large-scale market leader: how to be seen as innovative and modern and capable of using this skill to transform other businesses? Its sponsorship arrangement with the Australian Open has lasted for 14 years, but the 2007 'progress report' demonstrated the power of a true business partnership.

The use of innovative methods of leveraging both the brand and the messages across a range of highly targeted activities demonstrated a new level of sophistication in marketing sponsorship, including the consistent use of metrics to ensure that outcomes actually do meet objectives.

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Marketing Program of the Year

The winner of the prestigious 2007 AMI Marketing Program of the Year is selected from all categories and is made to the entry judged as the most excellent across all categories. This is the highest accolade in marketing in Australia and provides outstanding profile and exposure to the achievements of the winning company.

The winner: WorkSafe and Victorian WorkCover Authority, 'Homecomings Campaign'

Sonya Kennedy, brand and advertising manager, Victorian WorkCover Authority, accepts the trophy for Marketing Program of the Year from AMI chairman Roger James.



Sponsors

Thank you to our sponsors for their support of these awards



A Q U E N T

