

The AMI's 2008 Awards for Marketing Excellence were presented at a Gala Dinner as part of the Annual Conference on 22 October. Two special awards are presented each year for lifetime achievement in marketing: the Sir Charles McGrath Award and CPM Marketer of the Year.

Sir Charles McGrath Award

The Sir Charles McGrath Award is presented as recognition of long-term service to marketing and marketing achievement. The late Sir Charles McGrath had a distinguished record of industrial development in Australia. A man of vision, he was an outstanding achiever in every regard.

Sir Charles started with Repco at the age of 15 as the delivery boy on a bike; he rose to become Chairman, holding that position from 1957 to 1980, and Managing Director from 1957 to 1970. At that time, Repco was ranked in the top 5 Australian industrial companies, employing more than 23,000 staff. It manufactured and marketed the largest range of automotive products in the world.

He was knighted for his services to industry and export. Since 1976, the Sir Charles McGrath Award has been presented by the AMI to those who have made the most significant contribution to the field of marketing through sound business practice, development of the marketing profession or wider industry achievements.

In the presence of David McGrath, son of Sir Charles McGrath, and granddaughter Vanessa, the 2008 AMI Sir Charles McGrath Award recipient was announced as:

Justin Milne, Group Managing Director, Telstra Media (pictured right)

Justin Milne is the Group Managing Director of Telstra Media. He joined Telstra in December 2002 and helped transform BigPond into Australia's most successful Internet business. Today, as head of Telstra Media, Justin is responsible for the growth of Telstra's domestic and international content and advertising assets. Telstra's media businesses include its part ownership of FOXTEL, BigPond's comprehensive online and mobile properties, and the Sensis search and new media assets. Internationally, Telstra has majority investments in China's largest online real estate site, SouFun, and in China's Norstar Media and Autohome/PCPop Internet sites.

Born in Adelaide, Justin was educated at St Peters College and holds a Bachelor of Arts degree from Flinders University. He is a member of the South Australian Economic Development Board and the Sydney Children's Hospital Foundation Board. He is a past president of the Internet



Justin Milne was overseas on the night of the awards. An excellent video acceptance and presentation by Milne was played to the gala dinner audience. The trophy was accepted on his behalf by Kent Hefferman, Director of Bigpond Marketing.

Industry Association and also a board member of LinkMe, an innovative online careers business. Prior to his career at Telstra, Justin was CEO of Australia's then second-largest ISP, OzEmail, and before that, Managing Director of the Microsoft Network in Australia. ●

CPM of the Year

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

Accordingly, the Board acknowledges the CPM Marketer of the Year from within our respected CPM members as a part of the AMI's commitment to CPM and its growing role.

The recipient: Tara Lordsmith, General Manager of Retail Marketing at Simplot Australia (pictured)

Tara has been working in the FMCG industry for more than 12 years and is passionate about marketing. In December 2007, she was promoted to General Manager of Retail Marketing at Simplot Australia. In this role, Tara is responsible for a diverse grocery portfolio with retail sales of more than \$700 million extending across 11 categories and over 500 products.

Previously at Simplot, Tara was employed as Group Marketing Manager, managing a high growth portfolio. Leggo's and John West exceeded market growth rates with a focus on product innovation, prudent advertising investment and strong alignment to the retailers.

Prior to this, Tara worked at Cadbury Schweppes in Sales and Marketing roles across confectionery, beverages and food portfolios. Roles included Account Management, Brand Management, Category Management, Strategy and Planning and Marketing Management. She has worked on a number of high-profile grocery brands including Cadbury, Schweppes, Cottee's, Mother Earth, John West, Leggo's, Ally, Seakist,



Roses Marmalades, Ice Magic and Monbulk.

Categories have been numerous and include confectionery, beverages, biscuits, snack food, jelly and puddings, pasta sauces, convenience meals and fresh & frozen foods.

Tara's love of marketing has seen her launch an extensive number of new products in the past 12 years and a string of advertising campaigns. ●

Australia's top marketers honoured

The AMI Awards for Marketing Excellence 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 has presented marketing awards to recognise outstanding marketing achievements. Accordingly, 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

The 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.

Each entry was quantified against judging criteria and given such high standards and a lot of competition, reaching the national finals is a significant achievement. All finalists are to be congratulated, as are the judges, for their dedication and discernment.

The finalists and winners

Category: Brand Extension

- Aurora — Pay as you go
- HCF — Make a difference to your career at HCF
- IBM — Rational (Agile Development), IBM ANZ Agile Hero
- rare|wear — Believe in Destiny
- Savings & Loans Credit Union — Melbourne Expansion
- TorchMedia — Shopper Connect



Nigel Berghan, from rare|wear, and Rem Bruijn, from make, accepted the winner's trophy in the Brand Extension category.

The winner: rare|wear

'rare|wear — believe in destiny' developed a streetwear range of limited edition clothing, custom-made jumpers, jackets and hoodies for male and female students in high school years 11 and 12, and for the 18-25 year target market.

More than two million viewers watched the viral, it was featured on Channel 7, and was the most successful viral ad produced and released in Australia.

Category: Brand Revitalisation

- Australia Post — 'Part of every day' brand campaign
- Blake Dawson — Brand Revitalisation
- Bond University — Bringing ambition to life
- Cement Australia — Holden Rodeo Campaign
- Claude Neon — Switched On
- Defence Housing Australia — Revitalisation of brand values and culture
- HCF — A David vs. Goliath story
- Hume Building Society — Local hero. Reborn.
- Manpower Services Australia — Brand Revitalisation
- Middletons — Rebranding Middletons
- Murdoch University — Discovery: Bringing Murdoch's brand to life
- Pepper Homeloans — Opening Doors: Brand Revitalisation January 2007
- Personalised Plates Queensland — What's on your plate?

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- QM Properties — Pacific Harbour: An Island Obsession
- Scosa — scosa has a ball
- St. George Bank — 2007 Brand Campaign
- The University of Melbourne — Dreamlarge Campaign
- Tops. Integrated Technology Solutions. — Tops. The Awakening.
- Vision Australia — Carols by Candlelight
- Westfield — Gift Cards

The winner: Pepper Homeloans

Peppers 'Opening Doors' brand revitalisation contributed to 129% year-on-year growth with record settlements, delivering a highly successful integrated brand strategy and new tools as a result. The overall success of the brand revitalisation campaign was evidenced by the higher loan conversion rates leading to increased profitability, elevating Peppers' market leadership position in the non-conforming lending sector.

Category: Consumer Insight

- Bond University — Bringing ambition to life
- George Patterson Y & R Brisbane — The Race Comes First
- Hamton Property Group — Tapping into Society
- Simplot Australia — Leggo's loves a good stir
- Merrylands RSL Club — Chinese and Vietnamese Consumer Research
- realestate.com.au — Renters Retreat
- Red Jelly/Sol Beer/Woolworths — Summer campaign
- Telstra Country Wide — Geri G

The winner: Hamton Property Group

Hamton Property Group identified a niche market not being addressed by conventional property developers — the Gen Y first homeowners. It explored overseas examples, reviewed Australian market conditions, sought advice from academics and the property industry, and market tested the developing concepts with the potential market. By truly focusing on the Gen Y market and their lifestyle needs, they developed the Vertical Urban Village, which is innovative, courageous and, most heartening of all, successful.

Category: Corporate Social Responsibility

- AMP Capital Shopping Centres — Christmas Fundraising Campaign
- AMP Capital Shopping Centres — Macquarie Centre & Kent Road Public School
- BlueScope Steel — Tank A Day Challenge
- Evocatif — Flora pro-activ Lowering the Nation's Cholesterol
- Hewlett-Packard Australia — An Outback School
- NRMA Insurance/Insurance Australia Group — Carbonators
- Origin — Restoring the balance to the Murray-Darling Basin
- realestate.com.au — House the Homeless May 2008
- Royal Life Saving Society WA — The Warren Blackwood Call Centre Project

Duco Sickinghe, Director Sales & Distribution, Pepper Home Loans, accepted the trophy in the Brand Revitalisation category.



Chris Szworak, Director Development with Hamton Property Group, accepted the trophy in the Consumer Insight category.

- V/Line Passenger Pty Ltd — V/Line's sponsorship growth into CSR

The winner: BlueScope Steel

The Tank A Day Challenge demonstrated social and community leadership in Australia's water crisis. It educated young Australians at 6,500 primary schools about water conservation and BlueScope Steel gifted a rainwater tank to 200 primary schools. The community response to the program was overwhelming, with 2,150 primary schools participating — representing a participation rate of approximately 33% of all primary schools in Australia, as well as an increase in brand awareness for Bluescope Steel to record levels.

Jill Gregory, Manager Corporate Communications, with Bluescope Steel, accepted the trophy in the Corporate Social Responsibility category.



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Category: Education

- Bond University — Bringing ambition to life
- communicate et al — A Revitalised Image and Profile for St John's Grammar School
- Fahan School Tasmania — From Tradition to Today
- Metropolitan South Institute of TAFE — Learn From Experience: Enrolment Campaign
- Murdoch University – Discovery — Bringing Murdoch's brand to life
- The University of Melbourne — Dreamlarge Campaign

The winner: Murdoch University

Murdoch University was being lost in the competitive clutter of the Western Australian tertiary education sector.

The Discoverers Welcome brand was developed with the brand proposition of 'never stop discovering' echoing throughout as the brand's meaning emerged: 'Murdoch was the place where free-thinkers came to succeed'. By bringing Murdoch's true brand back to life they have reinforced the brand's strengths and values and set a clear course for a sustainable future.

Category: Incentive Marketing

- CiEvents — IBM Limited
- EVT Marketing Group — Yamaha Motor
- loyalty.com.au — Symbion Pharmacy Services
- Solterbeck — L.J. Hooker Financial Services
- Synchro Marketing — Toyota Sales Society Program
- Victoria University — Victoria University — A New School of Thought

The winner: EVT Marketing Group

The 'Take a Bigger Bite' program was a great success with Yamaha benefiting through increased sales, greater brand image and better relationships with their dealers. The program developed was systematic, measurable and took a behavioural approach, which increased its effectiveness across the multiple business opportunities. This submission is an excellent example of Incentive Marketing in action that advocates the practices on how to reward and provide incentives to multiple stakeholders with a single, streamlined program.

Category: Internal Marketing

- Brisbane City Council — Hotline: Harnessing the organisation's grapevine
- communicate et al — Balfours — Reigniting the Passion for the Brand
- Deloitte Australia — Living Signals Campaign
- First National Real Estate — Product Spotlight
- GESB — Marketing the 'GESB Customer Journey' to Staff
- Meat & Livestock Australia — The Red Meat Networking Club
- O Group/Red Jelly — Yakkity Yak
- St Andrew's Australia — People Index Survey — motivating the team



Lianne Cretnay Barnes, Director Corporate Communications, Murdoch University, and Helen Moorhead, Murdoch University, accepted the trophy in the Education category.



Mercedes Trautwein, Account Director, and Andrew Fry, Account Manager, EVT Marketing, accepted the award in the Incentive Marketing category.

- Synchro Marketing — The 'Magnificent 7' Program
- Synchro Marketing — Perpetual Mobius Awards Program
- The Child Support Agency — Staff launch of new strategic plan
- The University of Melbourne — Toward the Melbourne Model

The winner: University of Melbourne

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In early 2008 the University of Melbourne introduced the Melbourne Model, a radical shift from its highly successful market model. Resistance to change is a well-documented organisational phenomenon, so a non-coercive integrated communications programs for well-defined segments of the university stakeholders to support the brand re-positioning effort was developed. The judging panel commends the professional approach in developing and implementing an innovative and sustainable program of internal marketing.

Category: Loyalty Programs

- Hitachi Data Systems — Growing Pains?
- Kmart Tyre & Auto Service — Car Service Reminder Program
- loyalty.com.au — Ultimate Views & Cruise Loyalty Program
- St. George Bank — St. George Loyalty Strategy for Retail Bank
- Synchro Marketing — Passport to Rewards Program
- University of Sydney Union — USU Access Benefits Program Enriching the Student Experience

The winner: Kmart Tyre & Auto Service

(Kmart Tyre & Auto had its own conference on the awards night – and everyone was attending.)

Rising fuel costs and spiralling interest rates caused many motorists to either put off their car servicing or use alternative transport in an effort to save money and, to a lesser extent, the environment.

Kmart Tyre & Auto Service used current marketing communication and brand strategy, a personalised impact mail piece in the shape of a car and sent a clear and convincing message to its customers. Sustainability has been achieved through strong brand awareness and replicability.

Category: Marketing Communications (B2B)

- Aviva — Integrated Dealer group campaigns
- BlueScope Distribution — Taking price out of the equation for BlueScope Distribution
- Deloitte — The Art of Business Succession
- Ergon Energy — Overhead Powerlines
- Export Finance and Insurance Corporation (EFIC) — EFIC Global Readiness index
- IBM Lotus Software — IBM's Lotusphere Comes To You
- IBM Australia — Green & Secure
- IBM Express Advantage — IBM Solutions Showcase
- ING Australia — ING's A Global Window program
- Pepper Homeloans — 2% Discount Rate
- SelecTV — Opportunity knocks on the roof
- VECCI — Business Excellence Magazine

The winner: Pepper Homeloans

Starting from a market position of fifth, with low brand awareness, an outdated broker database and a 'modest budget', Pepper's gained market share through increased distribution



Pat Freeland-Small, Vice Principal, Marketing & Communications, University of Melbourne, accepted the award in the Internal Marketing category.



Duco Sickinghe, Director Sales & Distribution, Pepper Home Loans, accepts the company's second award in the Marketing Communications (B2B) category.

via a 'third party' channel.

With credible market research, management support, an innovative marketing campaign and a modest budget, it created outstanding results. Pepper Homeloans has moved from fifth position in its market to first.

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Category: Marketing Communications (B2C)

- Ergon Energy — Ergon Energy Aircon Smart
- Flora pro-activ Unilever Australasia — Lowering the Nation's Cholesterol
- George Patterson Y & R Brisbane — Telstra CDMA Switch
- GESB — GESB — Makes Sense
- GlaxoSmithKline Consumer Healthcare — Panadol Rapid Handipak
- Health Super — Co-contributions Campaign
- ING Australia — Employer Super — ING's Grow Member Value Program 2007
- Johnson & Johnson Medical — Weight Loss Surgery Direct to Consumer Campaign
- Johnson & Johnson Vision Care — 1-Day Acuvue Moist — Acuvue Wink Campaign
- Kraft Easy Mac — Easy Mac Ferocious Hunger Campaign
- National Pharmacies — Optical Booklet Campaign
- National Prescribing Service Limited — Get to know your medicines
- realestate.com.au — Whirlpool Summer Promotion: January 2007
- Red Jelly & MyState Financial — MyState Financial Launch
- Riviera BrandCom — Riviera the Magazine
- Seldon Gill Consulting — Big Wednesday
- SelecTV — Turn on Tune in Sell out
- Sony Australia — Sony BRAVIA Colour Experience
- St Andrew's Australia — Top 200: Striving for simplicity in financial services
- Telstra Country Wide — Telstra Heroes of the Club
- Telstra Country Wide — Rural Volunteer Fire Fighters
- Tourism Northern Territory — Tourism Northern Territory
- Transport Accident Commission — How Safe Is Your Car-Consumer Car Safety Campaign

The winner: Telstra Country Wide

The Telstra Countrywide marketing team developed a marketing program that demonstrated great brand alignment, effective and efficient spend, organisational and sales network engagement, development of consumer advocacy and outstanding sales and business results.

Surf lifesaving is an iconic property that cuts to the heart of national identity and aligns well with the Telstra "We are Australian" brand positioning. It is wonderful to see a marketing program that blends business success with community benefit

Category: Multimedia & Interactive

- ABC Marketing Department (US) and Hoodlum — FIND815: Global prequel to the launch of Series Four of the LOST Television series
- AMP Capital Shopping Centres — Online Strategy & Website Redesign
- Aviva Australia — Aviva solarcar Multimedia Campaign



Grant Wiltshire, Executive Director Vic/Tas, Telstra, accepted the award in the Marketing Communications (B2C) category.

- Ezibuy — Migration to Online Campaign
- First National Real Estate — Super Agent Web Game
- Johnson & Johnson Vision Care, 1-Day Acuvue Moist — Acuvue Wink Campaign
- Make — Woo
- Telstra Country Wide — Geri G
- Telstra Country Wide — AFL/NRL Affinity program 2008
- The BBC, Hoodlum and Kudos Film and Television — Spooks Interactive
- The Fix/Ninemsn — The Fix Campaign — Celebrity Worship Syndrome is real

The winner: Ezibuy



Zoe Lee, from Carlson Marketing, accepted the trophy in the Multimedia & Interactive category.

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Ezibuy targets Australian and New Zealand women 45 and over who traditionally browse catalogues and then order via inbound telemarketing. Ezibuy undertook customer analytics, delivered a message tailored to each customer's range preferences, geographic area, together with a tailored incentive as a call to action. Resulting in a sales conversion rate of 30% where the incentive was used, one-third of the target audience exposed to the dynamic video and incentive offer placed an order.

Category: New Brand

- BlackRock — BlackRock new brand launch
- Clarius Group Limited — From Candle to Clarius — The Creation of a New Brand
- Gold Coast City Council — BusinessGC
- Lifestyle — Lifestyle — a new brand
- MyState Financial and Red Jelly — Take Off
- Parks Victoria — Ranger Roo
- Salmat DigitalForce — Launch of Lasoo.com.au
- Specsavers Optometrists — Specsavers — Changing the Face of Optometry
- Youngcare — Young people deserve young lives

The winner: Youngcare

Youngcare is a not-for-profit organisation aimed at solving the accommodation needs of injured/high care young Australians, who are often placed in aged care facilities — highly unsatisfactory for the young patients, aged residents and staff.

Youngcare developed a brand marketing campaign, raised nearly \$10 million in cash and services, built a highly recognised brand in its market to become the leading voice concerning youth with high care needs, and conceived, designed and constructed Australia's first apartments for these young people in Brisbane.

Category: New Product/Service Launch

- Make — AMF Bowling North Strathfield
- Aviva Australia — Riskfirst Underwriting Campaign
- Brisbane City Council — Green Heart CitySmart launch campaign
- Golden Circle & BCM Partnership — Golden Circle preservative free juice — A fresh approach
- Hamton Property Group — Creating a New 'Society' in South Yarra
- iiNet — iiNet goes Naked
- McCORMICK Foods Australia — McCormick Slow Cookers — Delicious meals worth waiting for
- MyState Financial — Term Deposit 'Muscle'
- Salmat DigitalForce — Launch of Lasoo.com.au
- Salmat DigitalForce — Launch of Dynamic Catalogue

The winner: Aviva Australia



Accepting the trophy in the New Brand category were (from left) Nicholas Bonifant, Simon Lockyear, Matt Lawson, and David Conry, from Youngcare.



Sebastian Halse, Marketing Manager Investments, and Lynda Cavallera, Marketing Manager, from Aviva Australia, accepted the trophy in the New Product/Service Launch category.

Aviva's Riskfirst Underwriting Campaign could lead to a perception that the task was much simpler than it was in reality. A world first, this innovation has benefits to insurance advisers and their clients. Efficiency has increased, error rates substantially reduced and response times sped up. Increased overall customer satisfaction and resulting competitive advantage has increased relative market share. A terrific example of a breakthrough innovation changing the rules and delivering market leadership on different terms.

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Category: Relationship Marketing

- Make — Make XXXmas
- Synchro Marketing — 3 Retail Excellence Program
- Telstra Country Wide — Telstra Heroes of the Club
- Telstra Country Wide — AFL/NRL Affinity Program 2008
- University of Sydney Union — USU Access Benefits Program enriching the student experience

The winner: University of Sydney Union

In 2006, universities across Australia faced an unprecedented marketing challenge: the new Voluntary Student Unionism (VSU) legislation. The University of Sydney Union (USU) has successfully implemented its Access Benefits Card and Program, an effective and creative relationship marketing program that linked their existing member programs and 200 clubs and societies to a new member identification card. It demonstrated a commitment to planning and market research combined with a long-term dedication to delivering member value.

Category: Social Marketing

- Australian Made Australian Grown Campaign — The product symbol that identifies truly Australian product
- NSW Roads & Traffic Authority — Speeding. No one thinks big of you.
- Royal Life Saving Society WA — The Warren Blackwood Call Centre Project
- Telstra Country Wide — Surf Life Saving Association Affinity Program
- Transport Accident Commission — Pictures of You Campaign
- Youngcare — Young people deserve young lives

The winner: NSW Roads & Traffic Authority

Rather than showing the horrendous consequences of a crash, this campaign appeals to fear of social ridicule in the young male target audience. The tone avoids an authoritarian approach. Young men are speeding to appear cool but the campaign suggests that speeding has the opposite effect. It has already achieved priceless PR coverage in media across Australia and internationally and NSW road toll figures have declined to their lowest since World War II and among 17–24 year old males.

Category: Sponsorship

- communicate et al — 2008 Adelaide Bank Festival of Arts sponsorship
- CUA — CUA — a change for the better with the Panthers
- IBM Australia — Australian Open 2008
- ING Australia Limited — ING Formula 1 Sponsorship Program
- NRMA Insurance — The Broncos and NRMA Insurance — One great team behind another
- Steel Blue WA — The Purple Boot Brigade
- WorkSafe Victoria — Victorian Country Football League Sponsorship



George Livery, Director of Operations, University of Sydney Union, accepted the award in the Relationship Marketing category.



Tracey Arthur, General Manager Corporate Communications, NSW Road & Traffic Authority, accepted the trophy in the Social Marketing category.



The whole team from Steel Blue accepted the trophy in the Sponsorship category.

The winner: Steel Blue WA

A sponsorship partnership between two Western Australian entrepreneurs, Steel Blue® and the Breast Cancer Foundation of Western Australia Inc (BCFWA), won the heart share of a very discerning customer base: safety boot buyers, and put purple work boots on even the most fashion-conscious buyers.

The project successfully increased Steel Blue's brand awareness and market penetration, while the fund-raising allowed BCFWA to continue to conduct vital national

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education initiatives. It resulted in 7,935 pairs of purple boots sold and \$240,742.20 raised by May 2008.

Marketing Program of the Year

The AMI Marketing Program of the Year is awarded to the entry judged the most outstanding across all the category winners. This year two entries have been selected for their outstanding marketing and both have achieved the highest accolade in marketing.

Awards sponsors

OPEN UP TO MAIL™

Joint winners:

Youngcare, for Young people deserve young lives (New brand category winner)

University of Sydney Union, for USU Access Benefits Program Enriching the Student Experience (Relationship Marketing Category winner)



The happy winning team (from left): Rem Buijij from make, and from Youngcare Nicholas Bonifant, Simon Lockyear, David Conry, and Matt Lawson.

Marketing Director Claudia Crosariol, from University of Sydney Union, accepted the big award.