

AMI 2013 AWARDS FOR MARKETING EXCELLENCE

The Sir Charles McGrath Award presented to Harold Mitchell AC



Harold Mitchell is the founder of Mitchell & Partners. Since its beginning in 1976, the company has evolved to become the largest media and communications group in Australia today, with a growing presence in New Zealand and across the Asia-Pacific region.

Harold's activity in the wider community is outstanding; he currently holds a number of roles as president and executive of various community and charitable organisations and committees including Chairman of CARE Australia; Chairman of the Melbourne Symphony Orchestra; Chairman of TVS, Vice President of Tennis Australia; Chairman of The Florey Institute of Neuroscience and Mental Health, Board Member of New York Philharmonic and Non-Executive Director of Crown Limited. In 2010 he was awarded the Companion of the Order of Australia 2010 for eminent service to the community through leadership and philanthropic endeavours in the fields of art, health and education and as a supporter of humanitarian aid in Timor-Leste and Indigenous communities. He has received further recognition from Deakin University, RMIT and as Victorian Australian of the Year 2013.

**The Certified Practising Marketer of the Year Award presented to Simon McDowell,
Chief Marketing Officer and Store Development Director, Coles Group Limited**



Simon McDowell is Marketing & Store Development Director of Coles and a member of the Coles Board. Simon is responsible for leading every aspect of both functions across all the businesses, brands and store formats of the Coles Group. Simon joined Coles in 2009 as part of the management team brought together under CEO Ian McLeod to deliver the high profile Coles business turnaround for Wesfarmers. Simon has worked across the retail, media/entertainment, consumer packaged goods and advertising sectors with global companies including Sony and The Coca-Cola Company.

**Future Leader Award presented to Rebecca McSwiney, Online Marketing Manager,
University of Southern Queensland**



Rebecca graduated with a Bachelor of Business with distinction from the University of Southern Queensland (USQ), majoring in Marketing and minoring in Business Law. She has been employed in the USQ Marketing department since 2006. In her current role, Rebecca was promoted to a manager role at age 24, has launched new initiatives, presented at national conferences and executed five projects within twelve months. Rebecca has further contributed to the Australian marketing cohort by mentoring and inspiring young marketers both in her team and the wider Marketing and Student Attraction team.

The Marketing Program of the Year is presented to *Shaking up the Category and Winning* | Clemenger BBDO Sydney



Outspent and outnumbered, and with declining revenue and share of voice, Hungry Jack's needed help. Clemenger found a new world solution to an age-old problem which delivered outstanding ROI and became a permanent part of Hungry Jack's marketing mix. In a category where brand salience and ease of visitation are vital, Hungry Jack's was losing the battle on both fronts. And the business was suffering, with declines in both customer traffic and sales.

Something new was needed to encourage people past the competition and into Hungry Jack's, with a modest budget. The Hungry Jack's Shake & Win App was developed based on sound thinking and research encompassing shopper behaviour in the QSR category, the current communications environment and a deep understanding of Hungry Jack's consumers.

Executed through owned media, mobile banners and earned media, primarily via Facebook check-ins, the app remains one of the most downloaded branded apps and number one in the free Food & Drinks section. The pilot project has since become a permanent pillar of the business without any subsequent investment and is still delivering additional, exponential profit

2013 Awards for Marketing Excellence Finalists and Winners

Brand Extension

Capitalising on a High Profile Brand
Clemenger Tasmania

The Biggest Breakthrough
SMG Red / Seven West Media

scosa Disability Awareness Program
scosa

Drop Dead Leggings
Official Clothing and Make Communications

Winner: Drop Dead Leggings | Official Clothing and Make Communications

Brand Revitalisation

Signet's Own – Always Quality
Signet

A New Mark for a New Era
AMP

Prepare for the Best
BT Financial

Holding Redlich Repositioning and Rebrand
Holding Redlich

Sargent – The Leaders in Rental and Maintenance
Comm One

Hillross Financial Freedom Rebrand
Hillross Financial Services

Stockland Presents My Funland
Stockland Commercial Property

Teachers Mutual Bank
Teachers Mutual Bank

Deakin University Brand Relaunch
Deakin University

Sipahh Straws: From Failing Occasional Confectionery
Club Trading and Distribution

How Steak Reclaimed it's Rightful Share of the Grill
Meat and Livestock Australia

Helping Campbell's Sell Out Like Never Before
Clemenger BBDO Sydney

Crace Brand Refresh
Grey Canberra

TIO, We're For Territorians
TIO and Sprout Creative

A Small Sacrifice
RSL and Make Communications

Save a Mainlander
Red Jelly

Make Tomorrow Better
Curtin University

Winner: Sipahh Straws: From failing occasional confectionary treat to high growth everyday health product within 6 months of relaunch | Club Trading and Distribution

Consumer Insight

How Farmers Union Iced Coffee Mobilised it's Army of Fans to Share the Love
Lion and AJF Partnership

Segmenting Customers to Deliver a Personalised Experience
The Mercer Super Trust

Shopwise, Christmas 2012
Stockland Commercial Property

That's the Beauty of Tassal
Tassal

Get the Special Treatment
St George

Next Best Offer
Westpac

Sipahh Straws: The Exciting Consumer Insight Journey from Occasional Confectionary Treat to Pleasurable Everyday Health Product
Club Trading and Distribution

Half a Million More Smiles
Telstra and Vision Critical

Cringe the Binge
Decoder

Developing an Inattention Road Safety Campaign: Research Excellence in Practice
Colmar Brunton Research

State Trustees Becomes the First Public Trustee to Launch a Will Kit
State Trustees

From Insight to Impact

Visit Subiaco

Winner: That's the Beauty of Tassal | Tassal

Corporate Social Responsibility

ActewAGL's Community Support Program
ActewAGL

Men in Uniform White Ribbon Day 2012
ACT Policing

Hands on Health
Monash University – Faculty of Medicine, Nursing and Health Sciences

People's Choice Undies for Bowel Cancer
People's Choice Credit Union

Projector Lamp Recycling Program
InSight Systems

Taste Social Enterprise
The Benevolent Society

Winner: Hands on Health | Monash University – Faculty of Medicine, Nursing and Health Sciences

Digital Marketing

Bank of Melbourne – Melbourne Food and Wine Festival 2013
Ogilvy Melbourne

Save a Mainlander
Red Jelly

Drop Dead Leggings
Official Clothing and Make Communications

The New Dawn
Komosion

Harvey Norman Taps into Behavioural Data to Improve Customer Engagement, Retention and Loyalty
Lyris APAC

Digital Platforms Drive Success
Yahoo!7

Tyrright.com.au
Tyrright

Acer Racer
First Impressions

DFR: Defence Broadcasts
Defence Force Recruiting

Deakin University Business and Law Google+ Hangout with the Prime Minister
Deakin University

Shaking up the Category and Winning
Clemenger BBDO Sydney

Winner: Shaking up the Category and Winning | Clemenger BBDO Sydney

Education

National Day of Action Against Bullying and Violence
Queensland Department of Education, Training and Employment

Classroom Multi-user Digital Edition
Fairfax Media

University of Sydney Business School's First MBA – 'Me, First. The MBA Re-Imagined.'
The University of Sydney Business School

Deakin University Brand Relaunch
Deakin University

The University of Sydney 'What Matters' Campaign
The University of Sydney

Pong Is
Engine Group

Make Tomorrow Better
Curtin University

Harness the Fire
Clemenger Tasmania

Life Impact Campaign 2012
The University of Adelaide

La Trobe Make a Difference Campaign
La Trobe University

Winner: La Trobe Make a Difference Campaign | La Trobe University

Experiential and Brand Experiences

Open Day 2012

The University of Adelaide

Stockland Street Parties

Stockland WA

A Place to Remember

Graffiti Group

Tassie as Day

Clemenger Tasmania

Bye Bye Bank Rage

Heritage Bank

Qantas Sand

Qantas

Hilton HHonors – Beds Across Australia

Chieftain Communications

The ASUS 360 Experience

Chieftain Communications

Mentos 'Mystery Flavour Reveal'

Mentos and Play Communications

KIA Big Shot

Yahoo!7

Arnott's Tim Tam – Truly, Madly Tim Tam Orchard

Mango

IPN GP Recruitment Campaign – A Team Behind You, Freedom in Front

IPN Medical Centres

Hillross Financial Freedom Rebrand

Hillross Financial Services

Denim Seeks Soulmate

David Jones

Lambnesia

Meat and Livestock Australia

ChookTracker

BCM Partnership

How Creating a New Platform to Experience All Things Cricket Won Farmer's Union Iced Coffee Fans

Across the Nation
Lion Dairy & Drinks and Starccom MediaVest Group

Swisse Ellen DeGeneres Brand Campaign 2013
Swisse Wellness

Momentum Positive Energy Generator
Momentum Energy

Mobile Medics
Defence Force Recruiting

Winner: A place to Remember | Graffiti Group

Incentive Marketing

Silver Chef Sales League Loyalty Program
Silver Chef

Australia Post Lead Legends Program
Australia Post

Mercedes-Benz 'Star Class'
Synchro Marketing

Winner: Australia Post Leads Legends Program | Australia Post

Internal Marketing

Rebuilding Through Rebranding, Transitioning to Spiire
Spiire

Hear our Safety Stories
Transdev Australasia

The Swisse "CLED" Culture Leading to Success
Swisse Wellbeing

Culture Counts: Bethanie Markets Internally
Bethanie

Piecing it Together
Transdev

Weathering the Storm: Q-COMP's Internal Marketing For a Time of Uncertainty
Q-COMP

The RACT Way
RACT

BDO SA – BActive Campaign

BDO (SA)

Deloitte Australia's Seven Signals
Deloitte Australia

Winner: The RACT Way | RACT

Marketing Communications – Business to Business

Business.tas.gov.au
Department of Economic Development, Tourism and the Arts

WorkHealth: Good Health is Good for Business
Icon.pr

Funeral Alliance Solutions for Business
Marketing Angels

Building the Lucky Country #2: Digital Disruption Short Fuse, Big Bang?
Deloitte Australia

Helping Hands
George Patterson Y&R

Colour J75 Press
Fuji Xerox Australia

Winner: Funeral Alliance Solutions for Business | Marketing Angels

Marketing Communications – Business to Consumer

Citibank Dining Program – Dining Domination Campaign
Citibank Australia

Swisse – The Choice of the Australian Olympic Team
Swisse Wellness

How Farmers Union Iced Coffee Mobilised its Army of Fans to Share the Love Throughout Australia.
Lion and AJF Partnership

AAMI's Rhonda and Ketut – A Love Story
Ogilvy Melbourne

Account Consolidation – Dig it Up, Roll it Over
Mercer

How a 9 Month Old Brand Outperformed the Category When it Mattered the Most
Bupa Australia

Bidnow
SMG Red / Seven West Media

Mobile Medics
Defence Force Recruiting

Pledge to Quit with Nicabate
GSK Consumer Healthcare

Helping Campbell's Sell out Like Never Before
Clemenger BBDO Sydney

Shaking up the Category and Winning
Clemenger BBDO Sydney

Funeral Alliance Solutions for Consumers
Marketing Angels and Catholic Cemeteries and Crematoria

Ostelin Strong Women
Sanofi Consumer Healthcare

School Leaver Campaign
The University of Adelaide

Real Mates
Red Jelly

V/Line Guilt Trip Campaign
V/Line Pty Ltd

Winner: AAMI's Rhonda and Ketut – A love story | Olgivy Melbourne

Marketing on a Shoestring

Marketing on a Shoestring
Arc @ UNSW

Cringe the Binge
Decoder

How to Fill 65 Aged and Frail Assistance Packages With a \$1000 Budget
Bethanie

A Good Apple
Red Jelly

The Lone Nurse
Graffiti Group

Winner: Cringe the Binge | Decoder

New Brand, Product and Service Launch

Googong Brand Launch
Grey Canberra

The Australian – Introduction Digital Bundle Subscription Offers
News Limited

Mobile Medic
Defence Force Recruiting

Leggo's Vine Ripe Pasta Sauce
Simplot Australia

Colour J75 Press
Fuji Xerox Australia

Shaking up the Category and Winning
Clemenger BBDO Sydney

Introducing the HP ENVY x 2. 100% Notebook, 100% Tablet. 100% Both
HP Australia

Launching the Funeral Alliance Solutions Service
Marketing Angels and Catholic Cemeteries and Crematoria

Hockey Queensland. Get into Hockey
Major League Corporate Marketing

The Good Apple
Red Jelly

State Trustees Legal Will Kit Product Launch
State Trustees

Retirement Options Service
Government Employees Superannuation Board

**Winner: (Joint Winners) Leggo's Vine Ripe Pasta Sauce | Simplot Australia
Retirement Options Service | Government Employees Superannuation Board**

Social Marketing

Taking Murdoch to the Masses
Murdoch University

VicRoads: The Road to Respect
Icon

'Show Us Your Reason For Being Safe at Work'
Clemenger Tasmania

Get on Your Bike
Adelaide City Council

Crisis Communication – Australia Day Weekend
Brisbane City Council

Recycling@TheTop
City of Darwin

The SunSmart Blitz
Cancer Council NSW

Lifeline's 'Out of the Shadows and Into the Light' Campaign
Lifeline Australia

Industry SuperFunds Joint Marketing Campaign
Industry Super Network

Unsolved Homicides
ACT Policing

Winner: Crisis Communication – Australia Day Weekend | Brisbane City Council

Sponsorship

ACT Policing 'Takes It's Chances' With Skyfire
ACT Policing

Australian Made Summer of Tennis
McGuire Marketing

Australian Open Sponsorship
Yahoo!7

Qantas at the 2013 Formula 1 Australian Grand Prix
Qantas Airways

Volkswagon Big Red Car Auction
Mango

Swisse Sponsorship Strategy
Swisse Wellness

Sponsorship Acquisitions
Momentum Energy

Qantas – QF2012
Qantas Airways

Deloitte and TEDx SouthBankWomen Sponsorship

Deloitte Australia

Be Safe, Be Seen Cycling Road Safety Campaign
Motor Accident Commission

2013 MyState Australian Wooden Boat Festival
MyState

Arrive in Style to Grace Kelly: Style Icon with V/Line
V/Line Pty Ltd

Taking Murdoch to the Masses
Murdoch University

Winner: Arrive in Style to Grace Kelly: Style Icon with V/Line Pty Ltd

Sustainable Marketing

ClimateSmart Home Service
LGIS

Natural Gas
Pulse Marketing

Winner: ClimateSmart Home Service | LGIS

Loyalty Programs

Howards Storage World Loyalty Program
Howards Storage World

Business Builders Gold Loyalty Programme
Taylor's Wines

Mater Mothers Loyalty Program
Mater Health Services

Black Label by Mirvac
Mirvac

Bayer's Customer Loyalty Program: AMPLIFY
Bayer

Winner: Howards Storage World Loyalty Program | Howards Storage World

The Australian Marketing Institute gratefully acknowledges the support of the following sponsors for this event:

The logo for Graetzmedia is presented within a dark grey rounded rectangular banner. The text 'graetzmedia' is written in a light grey, lowercase, sans-serif font. The right side of the banner features a decorative graphic of several thin, parallel diagonal lines in shades of white and yellow.

graetzmedia

The logo for Nine Rewards consists of a 3x3 grid of nine blue circles of varying sizes on the left. To the right of the grid, the word 'nine' is written in a bold, blue, lowercase, sans-serif font. Below 'nine', the word 'rewards' is written in a larger, bold, blue, lowercase, sans-serif font.

nine
rewards