

Recognising Marketing  
Excellence since 1982



**2021**

**AWARDS FOR  
MARKETING EXCELLENCE**

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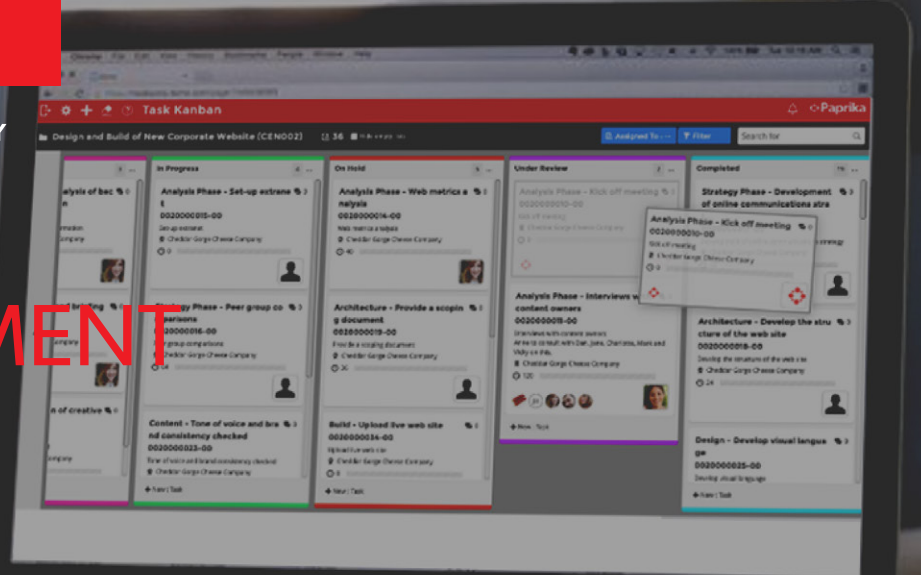
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# FOREWORD



## Lynda Cavallera

AMI Chairperson

The AMI Board and Management have continued to focus on ensuring that the AMI remains relevant and valued by our members – and future members. The AMI Awards for Marketing Excellence is very much part of this ethos. It contributes to growth and innovation in the industry, and is a great opportunity to connect, recognise and celebrate the successes and achievements collectively as a marketing community, as well as individually. Congratulations to all finalists and winners.

Finally, on a personal note, the last six years on the Board have been one of my career highlights and I'm extremely proud of what we've achieved as a Board, along with the management team, and leave the AMI with a steady growth in membership and community, three years of profitability in a row and a very healthy reserve to fund the vision and growth ambitions of the organisation. So a final thank you to AMI for the honour of working on the Board and being part of this successful transformation. I look forward to seeing the organisation go from strength to strength and wish the AMI, and all our members, all the best in this next exciting chapter.

## Narendra Prasad

Chief Executive Officer

The AMI Awards for Marketing Excellence is the foremost stage for marketers to showcase their successful strategies, creative and scientific excellence, and effective delivery, judged solely by an independent panel of industry experts, senior leaders and marketers in Australia. These Awards have been Australia's premier platform for benchmarking the full marketing spectrum and provides exclusive opportunity to celebrate excellence in marketing across the country throughout the year. Many thanks to all of you who took the time to submit your entries, to our amazing award judges across the country, and to the AMI team for making all this possible.

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# THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute (AMI) is the requisite organisation for professional marketers and authoritative voice of Marketing in Australia. Through the recognition of Marketing Excellence, our professional development program, and national and state-based events, the AMI works together with our members to foster trust, innovation, responsibility, and respect for our industry. The AMI's core purpose is to support progress in the careers of our members and advance the marketing profession.

In order to achieve this, the AMI will:

- Promote and advocate the status and interests of our members and the profession.
- Build the status and professionalism of members through our Certified Practising Marketer (CPM) designation.
- Foster member collaboration and networking.
- Provide access to professional development opportunities, including knowledge sharing, content and thought leadership.
- Work collaboratively with marketing academia, including course accreditation.
- Set and maintain professional standards of members through the Code of Conduct.
- Celebrate marketing excellence through our Awards Program.

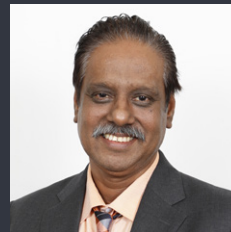
## BOARD OF DIRECTORS



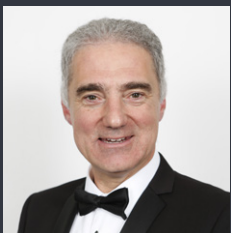
**Andrew Thornton**  
AMI Chair



**Maria De Conno**  
AMI Deputy Chair



**Narendra Prasad**  
Chief Executive Officer



**Paul Nicolaou**  
Director



**John Kim**  
Director



**Nick Kariotoglou**  
Director



**Bronwyn Powell**  
Director



**John Clay**  
Director



**Louise Cummings**  
Director



**Chris Taylor**  
Director



**Simon Cheng**  
Director

# ABOUT THE AMI AWARDS

Established in 1982 as the Hoover Marketing Awards, the AMI Awards for Marketing Excellence have become one of the biggest programs on the Australian marketing calendar. For 40 years, the Awards have been providing an opportunity to celebrate individuals and organisations who have achieved extraordinary success from innovative and effective marketing practices.

Honouring campaigns and individuals from a diverse range of companies and individual marketers' career

stages, the AMI Awards for Marketing Excellence have grown over the years to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business.

The Awards are now part of the Marketing Excellence Showcase Program, a year-long Program which provides an exclusive opportunity to celebrate excellence in marketing across the country throughout the year. Congratulations to all the finalists and winners for 2021!

## JUDGING PROCESS

Each of the 18-campaign category and nine special category submissions have been assessed by the industry's most senior marketing leaders. Led by judging panels of over 100 independent Certified Practising Marketer peers, winners were determined by considering B2B and B2C metrics and success factors as well as the linkage between strategy, execution and outcomes achieved.

Thank you to these Certified Practising Marketers who dedicated their time and energy to ensuring a transparent and rigorous judging process.

## Judging Panel

Adrian Davidson  
Ajay Kumar  
Alexei Domorev  
Amanda Tolmachoff  
Amanda Mackinnon  
Andrew Hou  
Andy Roberts  
Angela Eichler  
Angela Ball  
Angela Feruglio  
Ann Combe  
Anna Bohler  
Anna Kertesz  
Anne Miles  
Anne Baker  
Anthony D'Anna  
Aron O'Cass  
Astrid Fackelmann  
Barry Salter  
Brian Goldberg  
Brian Samuel  
Cassia Cruz  
Cecilia Soh  
Chloe Zhang  
Chrissie Maus  
Christiane Ash  
Christopher Mooney

Chui Lin Chong  
Claire Lambert  
Clifford Lewis  
Dean Gould  
Deborah Levers  
Dennis Freeman  
Doris Gambiraza  
Douglas Wright  
Dr Peter Sinclair  
Elra Gerritsen  
Emiliano Giovannoni  
Fiacre Baker  
Fiona Berry  
Frank Oerlemans  
Frank Tonna  
Genevieve Brock  
Glenn Myatt  
Grace Paraino  
Graham Willcock  
Greg Abbey  
Helen Piscioneri  
Jackie McRae  
Jacqui Daley  
Jane Johnston  
Jane Cluff  
Jane Hillsdon  
Janine Crawford

Jay Wheeler  
Jeanne Zweck  
Jeffrey Fazal  
Jessie Weatherley  
Joff Crabtree  
John Cavani  
John Holland  
Julia Casey  
Julie Toma  
Justin Wheatley  
Justina Gardiner  
Karen Bickle  
Karyn Dale  
Kate Coleridge  
Kathy Hatzis  
Kel Flanders  
Kelley Krause  
Kristie Atkins  
Kym Vercoe  
Lauren Armstrong  
Leann Webb  
Leora Givoni  
Linda Robinson  
Louise Cummins  
Lynette Flannery  
Mandeep Grover  
Margaret Faulkner

Maria Anderson  
Mark da Silva  
Marlena Mende  
Matthew McDonell  
Melanie Lindquist  
Melanie McMillan  
Melissa Dickfos  
Meredith Waterhouse  
Mia Morrison  
Michael Abbott  
Michelle Fragar  
Mona Swarup  
Monica Millar  
Natalie Hocking  
Natasha Buttler  
Nicci O'Mara  
Nicki Walsh  
Nicole Stirling  
Nicole Mathias-Browne  
Nicole Papoutsis  
Nina Christian  
Pamela Meagher  
Paul Blanket  
Paul Nelson  
Penelope Bettison  
Peter Stephenson  
Rachel Bevans

Rajeev Kamineni  
Rene LeMerle  
Renee Opperman  
Ricky Baheramsjah  
Ritika Singhal  
Ron Samuel  
Ros Westman  
Scott Nelson  
Shawn Walker  
Sid Lal  
Simone Spryszynski  
Stephanie Meek  
Sue Johnson  
Sylvia Mare  
Syma Ahmed  
Tom Woodward  
Tony Quarmby  
Tony Lee  
Tracy Sheen  
Victoria Turner  
Wai Ying Chan  
Wayne Harrison  
Yusuf Pingar  
Zeina Khodr

# CERTIFIED PRACTICING MARKETER OF THE YEAR

Kristie Atkins



## Making a significant contribution to the marketing community at large.

Kristie brings her flair for marketing, outstanding business acumen, infectious enthusiasm and leadership to driving profitability and creating environments in which people flourish.

In response to the consolidation of ownership and increased foreign control of Australasia's loyalty marketing, incentive and rewards industry, Kristie co-founded Wink with a mission to "win and keep" customers for its clients. Prior to Wink, she was Managing Director for renowned marketing solutions business Edge, COO for WAIVPAY, CCO of Ovato and Director of Sales for Event Hospitality & Entertainment. Her professional career began as a radio promotions director, announcer and journalist.

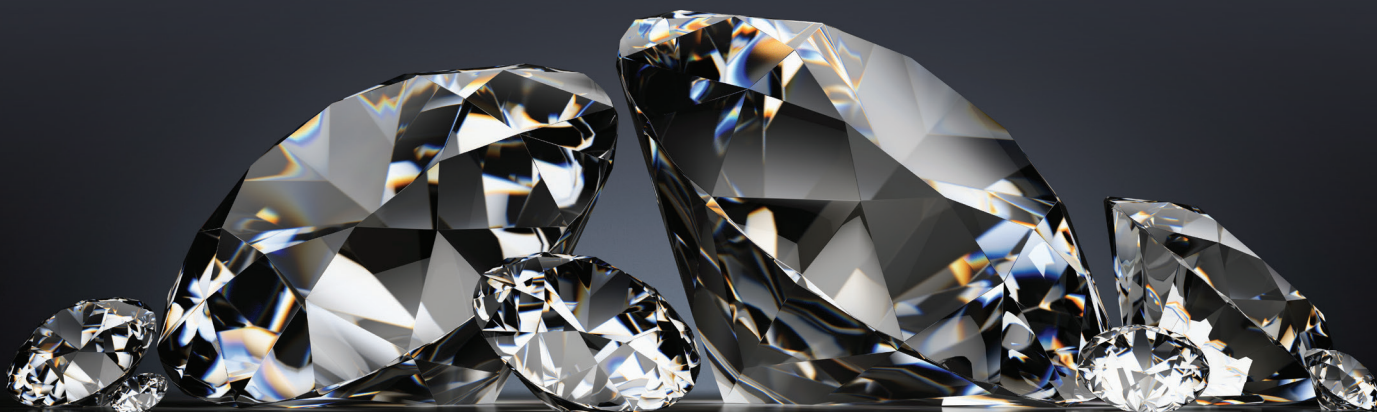
Kristie is an Independent Director on the board of Restaurant & Catering Industry Association Australia, an Advisory Board member of international online fashion company Azura Runway, a member of the Foundation board of leading medical research institute HMRI and chairs HMRI Sydney Foundation.

She is a mentor in AMI's Emerging Marketers program, for Macquarie University's Lucy mentoring, a member of AICD and Women on Boards, a head judge in AMI's Awards for Marketing Excellence, has won an Australian commercial radio award and the Australasian film industry marketing prize.

### “ JUDGES COMMENT:

Kristie displays a commitment to the marketing profession and to the CPM designation – a worthy winner. She's an outstanding marketer with a proven track record over many years and across a variety of industries, and has also made a significant contribution to the marketing community at large. Her impressive career spans executive and non-executive roles utilising marketing to make a difference.

Thank you Kristie, and congratulations for all you do for the association, the profession, and the impact you have through your work.



## CERTIFIED PRACTICING MARKETER OF THE YEAR

Jane Hillsdon



### Creating award-winning marketing campaigns for small businesses on a shoestring budget.

Jane Hillsdon is the Founder and CEO of Dragonfly Marketing, a marketing consultancy with a mission to bring world-class marketing to every small business in regional Australia.

An avid believer that clever and effective marketing doesn't have to come with a hefty price tag, Jane is known for creating award-winning marketing campaigns for small businesses on a shoestring budget. She has won the AMI Awards for Marketing Excellence Small Budget Marketing Award three years in a row and was a finalist for the CPM Award in 2020. She participated as a judge of the AMI awards in 2018 and was head judge in 2019 and 2020.

To educate and inspire small businesses about the practice of professional marketing, Jane published her first book in 2019; *How to do Marketing; A Comprehensive Guide to Small Business* and in 2020, she launched a marketing podcast called *The How to do Marketing Show*.

To help raise the profile of professional marketing in regional Australia she joined the AMI NSW committee in 2018 and became Chair of the NSW Committee in January 2020. She is a Mentor in the AMI Emerging Marketing program and loves to provide marketing mentorship to emerging marketers based in regional Australia.

#### “ JUDGES COMMENT:

Jane is an advocate for the CPM certification and personifies this through her approach to working with her clients and her support for the AMI. She is an exemplary marketing professional and is well respected for her work in the SME sector and her wider contribution to marketing as a whole. She is a professional marketer who contributes to the profession and the association on an ongoing basis. Congratulations on this award, Jane!



# CHIEF MARKETING OFFICER OF THE YEAR

Tom Woodward



A first-class perspective concerning the function of marketing and how it delivers company value.

Tom Woodward is a professionally educated, dynamic and hands-on C-Level Executive, with 20 years of international experience working for major Retail, FMCG and Luxury Lifestyle brands in the UK, USA, New Zealand, Canada, Europe, Hong Kong, and Australia.

Tom demonstrates excellent experience in various aspects of business management, while also being able to show significant experience in traditional and digital marketing, strategic planning, new product development, financial and brand management across both domestic and international markets.

A strong communicator who is results and performance-orientated with a reputation as a top performer, Tom is intent on exceeding expectations. He is comfortable working with colleagues at all levels, with substantial leadership, training, and mentoring experience. Tom has strong experience in both B2C and B2B.

## “ JUDGES COMMENT:

Tom is a talented CMO with a first-class perspective concerning the function of marketing and how it delivers company value. It's great to see marketing involved in all stages, from product innovation to execution, and bringing it to market. Congratulations on the success of your product launch and campaign. A remarkable success story indeed!





## SPECIAL CATEGORIES WINNER

# BUY YOUR VIRTUAL PINK SEATS

BUY NOW



[pinktest.com.au](http://pinktest.com.au)

## CAMPAIGN OF THE YEAR

McGrath Foundation  
The Virtual Pink Seat Campaign



### Using innovative marketing solutions to overcome the obstacles presented by the pandemic.

In a year when COVID-19 had ravaged Australian sporting events, the Pink Test (cricket) was forecast to succumb to the same fate. However, the implications of this extended well beyond just being a game of cricket – for 12 years the Pink Test has been the primary fundraising platform for the McGrath Foundation. As the 13th Pink Test drew closer, many doubted a cricket match would even take place, let alone anyone be able to attend, or any fundraising to occur.

However, this was a year to embrace the challenge and to learn from. How could it be done differently? What would inspire Australians to get involved? How would McGrath Breast Care Nurses be able to support and care for people experiencing breast cancer without the funding from the Pink Test?

The objective wasn't an easy one – raising \$1 million to fund seven McGrath Breast Care Nurses who support 700 families, in a year that was unlike any other, all without the usual 200,000+ cricket fans, and potentially in a different location. Keeping 'the Pink in the Pink Test', physically and virtually, became the team's number one focus.

#### “ JUDGES COMMENT:

*The Virtual Pink campaign is a wonderful example of using innovative marketing solutions to overcome the obstacles presented by the pandemic. The submission clearly describes the challenges faced, the goals and approach utilised, and the exceptional results achieved by the McGrath Foundation to help even more women facing a breast cancer diagnosis.*

*Right place, right time, you knew your audience and you knew the message that was needed. A powerful creative execution focusing on the main event and outcome needed. All round, well done!*

## EMERGING MARKETER OF THE YEAR

Tiarna Pepall



A high-quality application, with confidence and clarity in her goals and aspirations.

Marketing appeals to Tiarna through its blend of research-driven strategic planning and creativity: both creative strategy, and also creative content.

Tiarna's focus in marketing is strategy and content. Graduating from a Master of Marketing in 2020, she came into this field with a background in film, audio and retail. Tiarna has been in her first marketing role with a small professional services firm in the B2G space for just over one year. As the sole marketer, she is responsible for the marketing strategy and budget, with a focus on tactical implementation through digital channels.

Tiarna also works as a creative media freelancer. She is a podcast editor, videographer and occasional graphic designer and illustrator, and has worked across three industries now: medicine, education and music. Beyond this, Tiarna is a Director of Beat Collective (a not-for-profit music production community).

Tiarna says "the Emerging Marketers program was invaluable to me, I cannot thank my mentor Stephanie and AMI enough".

### “ JUDGES COMMENT:

Tiarna is a standout entry for the Emerging Marketers award, with a clear purpose and a pathway charted out to achieve that goal. As well as having a high-quality application, Tiarna was composed and confident during her interaction with the judges and was clear in her goals, aspirations, and her articulation of these. I join my fellow judges in unanimously selecting Tiarna Pepall as the Emerging Marketer of the Year. We wish her all the best in her future endeavours and look forward to hearing about her successful journey as a marketer and her continued association with AMI.



## FUTURE LEADER OF THE YEAR

Michelle Fifi



Business intelligence, adaptability and authenticity with a passion for customer-centricity in marketing.

Michelle Fifi is the respected Marketing Project Manager leading the largest and most unique retail precinct in Australia – Chapel Street, Melbourne.

As part of her critical Chapel Street Precinct leadership role, she works strategically to ensure the long-term success of the iconic precinct, future-proofing it for over 2,200 members. She delivers next-level marketing innovation and standout business operations, while her authentic nature has meant that Michelle is a much loved and trusted business liaison to some of the biggest businesses in the world.

Her stand out communication and leadership skills were shown in her COVID-19 recovery response, where she demonstrated outstanding leadership every day, especially in 2020, by leading the precinct through its toughest challenge yet – the pandemic. Michelle was instrumental in creating calm instead of panic, sharing critical community information, finding gratitude instead of anger and driving a sense of community instead of isolation.

Michelle is beyond-her-years when it comes to leadership and working to weather the economic climate. She is a passionate women's rights, diversity and mental health advocate. A digital marketing powerhouse who has a love for hiking and adventure. A passionate diversity advocate, climate change lobbyist, who vehemently supports those without a voice.

### “ JUDGES COMMENT:

Michelle is an outstanding marketer who shines brightly as the AMI's Future Leader of the Year for 2021. Michelle's marketing project development and high calibre execution for the Chapel Street Precinct Association during an extremely challenging year for retail, is a testament to her exceptional capabilities and a glimpse of what we can expect from the AMI's Marketing Future Leader of 2021.

Her business intelligence, adaptability and authenticity stood out as did her demonstrable passion for customer-centricity in marketing and planning. Michelle's career trajectory is fuelled by her astute decision to surround herself with senior business and marketing mentors. This is quickly developing her marketing maturity, leadership qualities and setting her on a stellar career path.

Michelle is the epitome of a marketing future leader, where empathy, authenticity, and the ability to embrace change in the face of extraordinary business conditions is more critical than ever.

## SPECIAL CATEGORIES WINNER

# LIFE MEMBER

Trevor Clark OAM



A trusted advisor to senior leaders, supporting executives in the advancement and development of their careers.

Trevor Clark OAM is a Senior Executive Search and Board Appointment Consultant with over 35 years of global experience across a wide variety of industry sectors including retail, consumer durables, FMCG, food processing, pharmaceutical, insurance, mining, building and construction, and industrial equipment. In that time, he has carried out over 400 searches and become a trusted advisor to a large network of senior leaders across the country.

Based in Melbourne, Trevor also provides consultative mentoring and advice for senior executives, particularly related to the advancement and development of their career and overall presentation, as well as crisis management. He also assists organisations with difficult people situations and structuring. He is an experienced speaker on all subjects related to recruitment, career, and pro bono involvement.

Trevor is a passionate supporter of pro bono initiatives, which have provided him with hands-on involvement across numerous boards and business operations. These include appointments as the Treasurer and Board member of a Public Hospital, the Chairman of independent owners at one of Australia's largest resort hotels, the Deputy Chairman of the Mental Health Research Institute, as well as the Chairman of the Florey Foundation, The Florey Institute of Neuroscience and Mental Health.



## LIFE MEMBER

Lynda Cavalera



An authentic and values-led people leader who brings energy, passion and an innovative mindset.

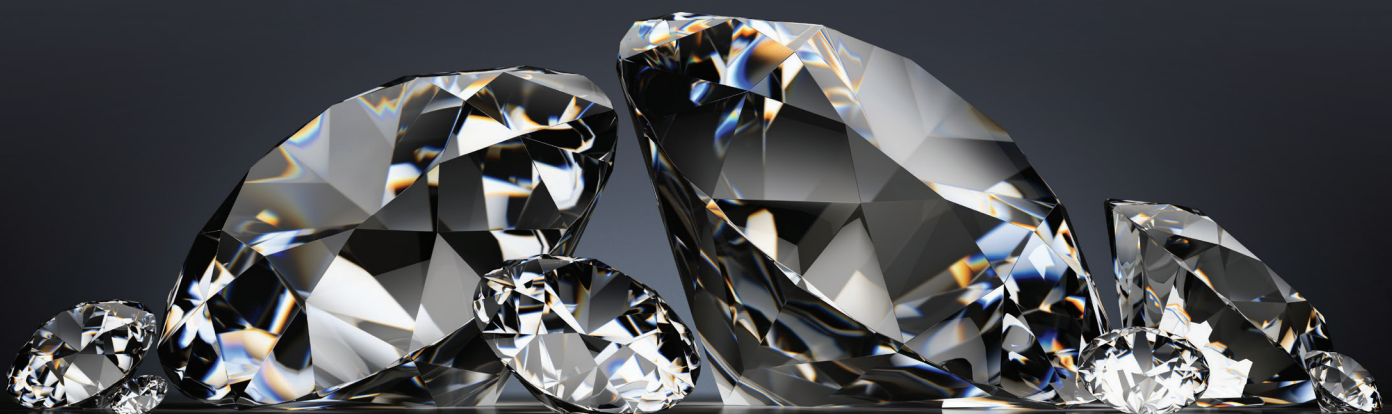
As an experienced executive and non-executive director, with more than 25 years' experience across global markets and various industries (including financial services, banking, retail, government, education and NFPs), Lynda has a strategic and creative mindset with a passion for building purpose-led brands, great customer experiences, and delivering commercial results.

Accustomed to operating in complex organisations, often which are geographically dispersed, Lynda brings energy, passion and an innovative mindset. As an authentic and values-led people leader, Lynda has a reputation for fostering strong collaborative relationships across organisations, with external partners and Boards, as well as building high-performing teams.

In 2015, Lynda Cavalera was elected to the National Board and in 2017, Lynda was elected as Deputy Chair. Fast forward to 2019, Lynda was nominated

as Chairperson of AMI. Prior to that, Lynda was on the Victorian State Committee for a number of years. Throughout most of her career, she has been part of the AMI community, including being a mentor as part of the Emerging Marketers Mentoring program, an award judge for the national awards, and supported the organisation through active engagement of their various training programs and events.

Being an active participant and advocate for the AMI has been a cornerstone of her career and something she has always been proud of, as well as a highlight on so many levels.



# MARKETING AGENCY OF THE YEAR

Rocket Agency

**ROCKET**



## Fostering an inclusive workplace where smart and driven people can do their best work.

Founded in 2006, Rocket Agency is an independent Sydney based digital marketing agency with 33 full-time staff (and counting).

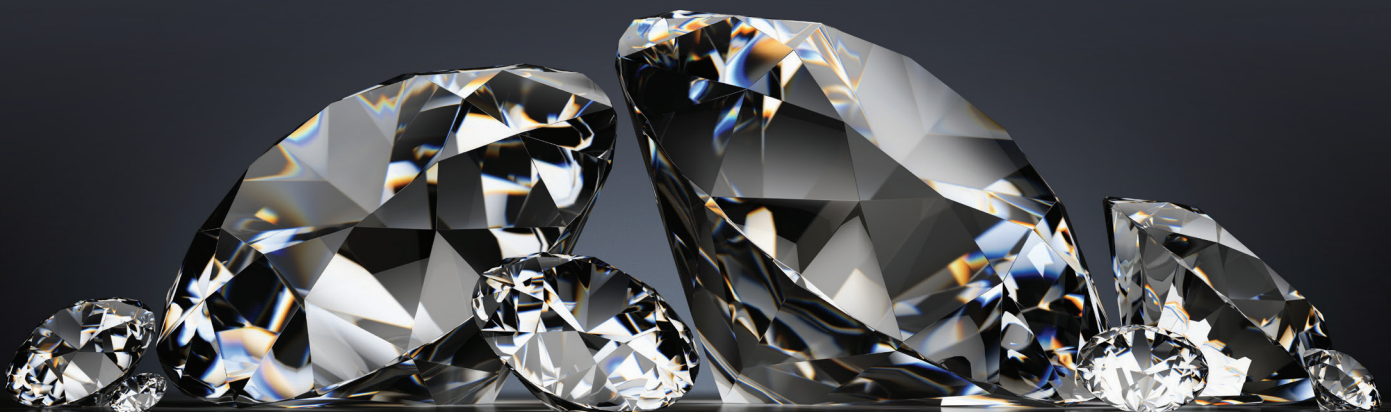
During the judging period, Rocket was awarded Best Digital Services B&T Awards 2020, Best Integrated Search Agency 2021 APAC Search Awards and 13 other award recognitions as finalists and winners. Moreover, Rocket retained clients like Luna Park, Plus Fitness, Veolia and Crown Group and added Amazon Australia, Mirvac, Vivo, Robert Bryden Lawyers, City of Sydney, Parramatta Council, ACT Government and Mercer as clients.

Recognising that client success is almost entirely driven by hiring and retaining the best marketers in Australia, Rocket's Company Vision since 2017 has been to "foster an inclusive workplace where smart and driven people do the best work of their careers". Consequently, Rocket has rigorous programs and processes around the hiring and development of brilliant marketing minds.

Built on recurring revenue (~95% of turnover), Rocket was massively impacted by COVID-19, with 30% of billings evaporating within 60 days. By taking a salary reduction the directors were able to retain every single team member at full salary, and still offer pro-bono marketing services to long-standing clients in directly impacted industries.

### “ JUDGES COMMENT:

Rocket Agency clearly demonstrated a strong commitment and drive to deliver great work and outcomes for their clients, coupled with the ability to find and develop great people across their business. They have an innovative approach to talent retention & management, with an exceptional focus on staff development and career progression. Their high service-levels to clients are evident and their ethical approach filters through at all levels. An outstanding and inspiring submission.



# MARKETING TEAM OF THE YEAR

Australia Post



The marketing team has been the catalyst for change by driving a clear strategy which has boosted public consciousness.

The Australia Post (AP) Marketing team transformed at warp speed over 2020 from a disconnected, disenfranchised group to one that led the organisation from the front when the country needed Australia Post the most. This was achieved not just with effective and efficient marketing programs and a concrete understanding of customers, but through principled team dynamics and deep cultural change.

With a clear understanding of the priorities and a commitment to each other, their customers, and communities, AP formed an energetic and optimistic environment, making bold bets that drove extraordinary commercial and brand outcomes.

Despite the personal and professional toll of COVID-19 and the dramatic departure of our CEO, the team leaned into the uncertainty and empowered our teams. This resilience was forged by fostering pride in our unique role to serve all Australians and our responsibility to help communities to thrive.

“Great marketing departments can be the engine room for growth and transformation within any organisation. The marketing team at Australia Post has been the catalyst for change by driving a clear strategy backed up by work that has really put the brand back in the public consciousness” Mark Green, CEO Accenture Interactive.

## “ JUDGES COMMENT:

In a year when the organisation was under incredible pressure, and its work was firmly in the spotlight, the marketing team at Australia Post united to deliver better outcomes and support for customers. A combination of B2C and B2B marketing activities developed under a new three-year strategy lifted NPS by nine points and market share by 2.3%.

Living a new mantra of “health first, family second and work third”, the team also invested in key partnerships with Beyond Blue and the National Literacy Foundation.

The judges congratulate the Australia Post marketing team on demonstrating growth, resilience, and solidarity during a year of constant change and unexpected demand.

## SIR CHARLES MCGRATH AWARD

David Koch



Making a considerable contribution to marketing, supporting small business, philanthropy and society.

Chairman of the Port Adelaide Football Club and patron of the Koch Centre for Youth, Macquarie Fields, and a big supporter of Father Chris Riley's Youth Off the Street, David Koch is passionate about small business, personal finance, AFL and disadvantaged youth.

David is co-host of *Sunrise breakfast* on the Seven Network, the number one national morning program for 19 years. He is also the founder of a family business, Pinstripe Media, who are a specialist small business digital agency with a portfolio of media assets including *Kochie's Business Builders*, *Start-Up Daily*, *Flying Solo*, *Airport Economist*, *Dream Academy*, *Small Business First* and *Your Money & Your Life*.

### “ JUDGES COMMENT:

Whilst not a marketer by background, David has made a considerable contribution indirectly to marketing, especially in supporting the small business sector. He also contributes to society through his philanthropy and is passionate about small business, personal finance, AFL and disadvantaged youth. David is an outstanding and worthy winner of the Sir Charles McGrath Award.





## ACQUISITION MARKETING

Youfoodz



### Healthy Eating Made Easy

How do you accelerate new customer acquisition and deliver against ambitious gross revenue and order volume targets for a company that has experienced meteoric growth since its inception in 2012?

This is the case study of Youfoodz record-breaking and unprecedented new customer growth in FY21, underpinned by a comprehensive and well thought through marketing growth strategy, executed by the 23-person strong Youfoodz marketing and creative department.

The team was given the challenge to double down on growth and acquire new customers in a fiercely contested category of new entrants, big spending international players, and domestic competitors.

The H1FY21 YoY results tell the story succinctly:

- 89.6% growth in new customers (54.6% FYTD)
- 47.8% growth in active customers
- A 37.2% increase in B2C Gross Revenue to \$64.5M
- A 16.5% increase in Gross Revenue for to \$100M
- A 4.7% increase in prompted brand awareness to 55.1%

#### “ JUDGES COMMENT:

The award submission showed a well-defined problem statement and clear strategy development, including driver analysis, prior advertising review and health research. Natalie's selection as brand ambassador and the integrated sponsorship for "I'm a celebrity" and MAFS were great amplification choices. We loved the idea of the handwritten note and gift to surprise and delight. The customer growth that you achieved was incredible. Congratulations to the marketing team at Youfoodz!

## BRAND REVITALISATION

Claire Bennett



### Original Tasmanian Timber

The Tasmanian Timber Promotion Board (TTPB) is a body corporate that was established by an Act of the Tasmanian Government in 1970 with the aim of promoting the use of wood in Tasmania and elsewhere. The brand had not been updated since its inception, so in 2018 the TTPB embarked on a national marketing campaign to reposition Tasmanian Timber and Tasmanian Oak, as premium. The brand was targeting the country's leading architects (an aesthetically astute profession) but was no longer able to compete against the sophisticated marketing of the competition. Awareness and consideration were low, the brand associations were uninspiring, and Tasmanian Oak was selling at commodity prices.

A revitalised brand was launched in 2018 with a brand DNA positioning Tasmanian Oak as beautiful, Australian, sustainable, easy to work with and readily available. The revitalisation has seen the brand secure partnerships with the most premium brands in Australia, and the primary product, Tasmanian Oak, become the top performing timber in the country.

#### “ JUDGES COMMENT:

A great example of a well-executed brand revitalisation, it's clear that detailed research was undertaken with these learnings underpinning the refreshed strategy. Tasmanian Timber successfully repositioned the brand through a strong value proposition and developed strong partnerships with third parties to achieve brand objectives and further strengthen their position in the market. The team should be proud of the results achieved in the brand tracking research post campaign, which demonstrate an effective brand revitalisation.

## CONTENT MARKETING

Six Black Pens | NAB

Six Black Pens. 



### NAB Federal Budget 2020

In 2020, Australian businesses were doing it tough. A pandemic and an economy in crisis meant the Federal Budget would be the most important of our lives. Australia's biggest business bank, NAB, reached out with a highly responsive and targeted content campaign that cut through the economic chatter, with clear, real-world insights that helped businesses plan their next step.

We led the way with a social and EDM campaign inviting businesses to receive NAB's first campaign Messenger Bot. On the night, our crack team worked overnight with NAB economists to distil a complex budget into 23 razor-sharp insights tailored to six key business sectors. At 7am the next morning, businesses woke to up-to-date, curated, sector-by-sector budget news.

The results were exceptional – over 1 million Twitter Takeover views, a 70% YoY increase in unique visits to the Federal Budget Hub and record-breaking KPIs. This proves what's possible with the right content, for the right audience, at the right time.

### JUDGES COMMENT:

Imagine being briefed to report on the Federal Budget? The winner in the category of Content Marketing was NAB.

The team was ready – listening to the Federal Budget being delivered by the Treasurer and working around the clock. They were ready at 6.00am when different segments of the market were waking up, to help them understand how the budget affected them in simple terms.

The speed of execution was phenomenal, especially when combined with the accuracy of content required. Overnight they delivered multi-format content ready for distribution such as EDM's, podcasts, article posts, social media, infographics, video, and very innovative ways of using Facebook Messenger bots.

## CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

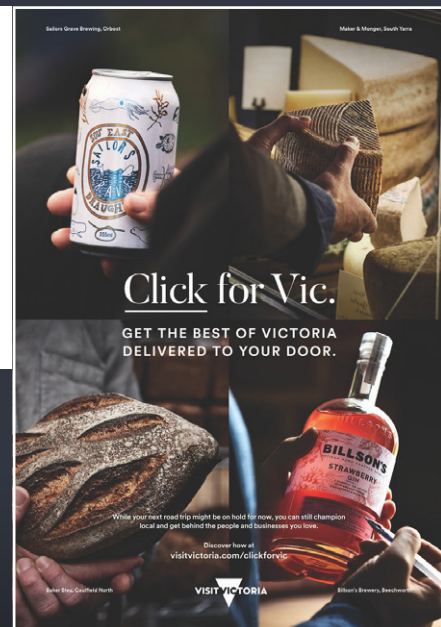
Visit Victoria | SIRAP Motion Lab | MediaCom | Principle Media Group (PMG)



### Click for Vic

In 2020, devastating bushfires followed by the COVID-19 pandemic ground tourism to a halt in Victoria. This had a \$19.5 billion impact on Victoria's visitor economy – a 60% decline year-on-year (Tourism Research Australia, Canberra). For Visit Victoria, the pandemic meant using words we couldn't have imagined: "Do not travel." So when Victoria went into a second lockdown in 2020, Visit Victoria acted swiftly, launching an integrated retail campaign instead of a tourism campaign.

The *Click for Vic* campaign was a call-to-arms for Victorians to buy from local businesses during lockdown. The creative tapped into the empathy of Victorians by showing the people behind Victorian products, reminding consumers that a purchase would directly help local businesses. By November, half of Victoria's adult population had seen the campaign and one in four had made a purchase. It reminded Victorians of what was waiting for them when travel returned – ensuring the tourism industry could rebuild and thrive into the future.

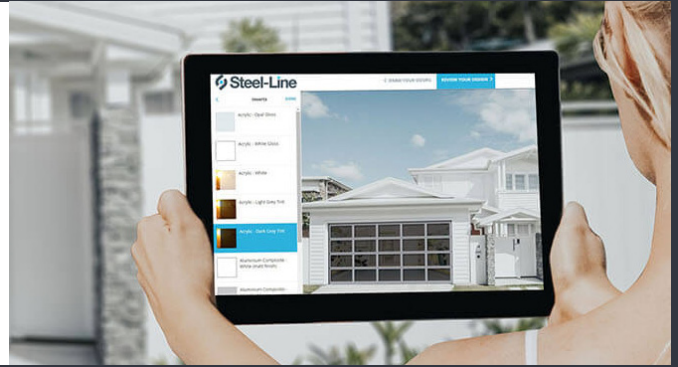


### JUDGES COMMENT:

The *Click for Vic* campaign was a beautiful balance of a creatively strong concept, taken to successful fruition. It's a well-researched, executed and monitored campaign that was hard to beat. The advertising creative delivered an engaging, emotional hit combined with beautiful execution. The outstanding results were a testament to the successful partnership between the Agency and a strong brief client brief. Congratulations!

# CUSTOMER EXPERIENCE MARKETING

## Steel-Line Garage Doors



### Digital Marketing Transformation

Steel-Line, a well-established garage door manufacturer in Australia, has a rich background based on cooperative tradition and extensive national spread. The company has expanded substantially through acquisition and increased scalability of its manufacturing operations in the past 40 years.

When the COVID-19 pandemic hit in 2020, the external environment and consumer expectation meant the business needed to urgently change, or face stagnation and decline. These external forces presented both new challenges and new opportunities to Steel-Line.

Lyn Beaumont, Steel-Line's Marketing and Digital Performance Manager, reviewed Steel-Line's business models and led the team in a process of innovative digital marketing transformation. This transformation not only helped Steel-Line survive the COVID-19 crisis, but also improved customer experience and allowed them to achieve sustainable business growth in a tough environment.

### JUDGES COMMENT:

The mundane is easy to achieve, the exceptional is not. This award is about customer experiences that far exceed the norm – putting customers at the very heart of the business and implementation is always the hardest part. Steel-Line clearly articulated the connections and touchpoints between customers and its business, then substantiated and quantified the changes needed through a highly focused, crisply delivered programme.

It is not a given nowadays that every sales and marketing strategy has to have a substantial slab of digital. However, along with product improvement, better inventory management and data-driven decision making, Steel-Line's digital transformation introduced a giant step forward in its traditional storefront practices. Making those changes stick is the hard part. Steel-Line got it right, and customers love it.

# EVENT OR EXPERIENTIAL MARKETING

## ISPT | JLL | Trilogy Advertising & Marketing



### The 7 Wonders of Forrest Chase – Christmas 2020

We couldn't travel the world last Christmas, so the 7 Wonders of Christmas came to Forrest Chase! The 7 Wonders promised shoppers a journey to surprising, mystical lands, with magical event activations designed to inspire hope, wonder and nostalgia. The aim was to make Forrest Chase THE Christmas destination for shoppers, with a high quality, impactful experience to encourage them to visit, stay longer and spend more.

The promotion brought together a variety of re-imagined Christmas themes into a series of physical installations. From placemaking strategies to daily site activations, interactive giant hoardings and virtual technologies.

This was supported by a far-reaching and fully integrated four-week campaign to drive consumers to the events and activations and engage with them once they were there. Ongoing collaboration with stakeholders – the City of Perth, individual retailers, major

anchor tenants, and local designers and makers – underpinned the events. Sales were up, visitations increased, and consumer sentiment and satisfaction were through the roof. Job done!

### JUDGES COMMENT:

The 7 Wonders of Forrest Chase was a fantastic initiative which proved that in this challenging world great ideas with solid strategic direction can still generate a very positive result. Not only did this campaign generate the needed foot traffic and in-store spend, it also involved retailers, PR executions and the Perth Council partnership, which generated significant awareness for the campaign as well as the greater precinct as a whole.

The research and strategy were on point. A great execution with knock on benefits. Well done to everyone involved!

## INSIGHT DRIVEN MARKETING

Claire Bennett

CLAIRE—  
BENNETT



### Original Tasmanian Timber

The Tasmanian Timber Promotion Board embarked on a national marketing campaign to reposition Tasmanian Timber and Tasmanian Oak, as premium. In a substantial discovery phase, research insights highlighted the problem – a misconception, due to lack of marketing, that the product had low availability. Awareness and consideration were subsequently low. The brand associations were uninspiring and Tasmanian timbers were selling at almost commodity prices. Market research illustrated which marketing channels and publications to use, the information they were crying out to receive and how and where the audience preferred to get that information.

Brand tracking research in late 2020 confirmed that awareness had grown with the primary target segment to 100%, consideration to 100%, preference to 92%, and 25% now use Tasmanian Oak most often. Research revealed that Tasmanian Oak is now the top performing timber in the country, claiming the highest awareness in the category, and outperforming its closest competitor by 20%.

### “ JUDGES COMMENT:

Congratulations to The Tasmanian Timber Promotion Board and the team at Claire Bennett on this well-researched and highly creative multi-year campaign. This was an interesting challenge and product to promote, with the solution based on robust insights and a highly targeted strategy. There was a strong linkage between the issue, the objectives, and the creative output.

The excellent results and return on investment are testaments to the investment in the planning and market research. Well done!

## INTEGRATED MARKETING COMMUNICATIONS PROGRAM

Claire Bennett

CLAIRE—  
BENNETT



### Original Tasmanian Timber

The Tasmanian Timber Promotion Board embarked on a national marketing campaign to reposition Tasmanian timber and Tasmanian Oak, as premium. Awareness and consideration were low, brand associations were uninspiring and a misconception that availability was poor resulted in commodity prices being paid.

A low budget called for creative methodologies and a variety of channels to achieve awareness, consideration and ultimately purchase. The use of integrated marketing communications delivered exceptional results. Brand tracking research in late 2020 confirmed that awareness had grown with the target segment to 100%, consideration to 100% and preference to 92%. Most importantly, 25% report using Tasmanian Oak most often, making it the top-performing timber in the country. Tasmanian Oak claims the highest awareness in the category, outperforming its closest competitor by 20% and the highest usage, outperforming its closest rival by 9%. Tasmanian Oak also owns a range of compelling brand associations, including being readily available.

### “ JUDGES COMMENT:

Well done on the successful delivery of an ambitious campaign which thoroughly integrated an extensive range of marketing communications channels, leveraging flair, creativity and a laser focus on strategy. We acknowledge your investment in qualitative, quantitative and secondary research – your efforts and skills in interpreting the data undoubtedly was a key to the success of your campaign.

The Architects who were the primary target of your campaign would no doubt have been delighted – and ultimately persuaded – by the rich, experiential approach evident across your socials, sponsorships, exhibitions, and tradeshows. Congratulations Tasmanian Timber Promotion Board on an inspiring body of work!

## LOYALTY & RETENTION

StudyAdelaide



### Summer in Adelaide

International students in Australia faced a heartbreaking dilemma at the end of 2020 due to COVID-19 – if they travelled home over the summer break as normal, they would be unable to return to Australia due to the closed international border for temporary visa holders. StudyAdelaide recognised that without the opportunity to attract new international students to Adelaide in 2021, retaining students over the break would be vital for the sector and the State. We wanted to make the decision to stay in Adelaide as easy as possible for the 33,000 international students studying in Adelaide in 2020.

StudyAdelaide collaborated with stakeholders and education partners to deliver *Summer in Adelaide* – a program offering hundreds of events and activities, including opportunities to connect with friends, fellow students and the local community. The program reassured students and their parents that South Australia cares deeply for its international students and is committed to supporting them in challenging times.

### JUDGES COMMENT:

When faced with a marketing problem that has no precedent and has the potential to threaten the sustainability of an industry, that's when truly innovative strategies succeed.

Through a well-executed strategy, *Summer in Adelaide* was able to retain 84% of its student cohort by understanding who its key target markets were, and involving them in the design of the programs so that activities were relevant and fun. The campaign understood that retention was not only about entertainment, but also involved supporting the mental health of students.

By involving key stakeholders who would benefit from maximising student retention, they not only broadened the activity options, but spread the cost. We evaluated the campaign not just on the percentage retention rate, but also on the dollar impact of the students retained. Well done!

## MARKET AND CONSUMER RESEARCH

Civil Aviation Safety Authority



### Know Your Drone

More and more people are taking to the skies in Australia, but not on commercial airlines. People of all ages across the country are buying and flying drones for fun and other recreational reasons. However, low awareness of drone safety rules and regulations, overconfidence about flying ability, and attitudes of 'buy and fly', have raised serious issues for the Civil Aviation Safety Authority (CASA) – Australia's aviation safety regulator. How do you inform people about what they need to do when flying drones so that airspace, air passengers, drone users and everyone on the ground stays safe?

Through the *Know Your Drone* campaign, CASA has successfully raised awareness of drone safety rules and improved safe drone flying behaviour. The campaign was unprecedented for CASA, using digital-led above-the-line communication channels preferred by target audiences, and innovative supporting below-the-line tactics – all informed by a robustly researched evidence-base and strong behavioural approach.

### JUDGES COMMENT:

This winner showed how compliance can be turned into a fun and engaging campaign with research informing all aspects of strategy and execution, with the key metrics tracked. It used behavioural insights in social marketing and point-of-sale campaigns to educate and change behaviour.

They also created valuable new market-based assets with the *Know your Drone* branding, and relationships built with retailers and volunteers to engage drone buyers at the point of purchase.

# NOT FOR PROFIT MARKETING

McGrath Foundation



BUY YOUR VIRTUAL  
PINK SEATS

BUY NOW



pinktest.com.au



## The Virtual Pink Seat Campaign

In a year when COVID-19 had ravaged Australian sporting events, the Pink Test (cricket) was forecast to succumb to the same fate. However, the implications of this extended well beyond just being a game of cricket. For 12 years, the Pink Test has been the primary fundraising platform for the McGrath Foundation. As the 13th year drew closer, many doubted a cricket match would even take place, let alone anyone be able to attend, or any fundraising to occur. However, this was a year to embrace, to challenge and to learn from – how could it be done differently?

What would inspire Australia to get involved? How would McGrath Breast Care Nurses be able to support and care for people experiencing breast cancer without the funding from the Pink Test? The objective wasn't an easy one; raise \$1million to fund seven McGrath Breast Care Nurses to support 700 families, in a year that was unlike any other, with no 200,000+ cricket fans and potentially a different location. Keeping 'the Pink in the Pink Test', physically and virtually, became the team's number one focus.

### JUDGES COMMENT:

Congratulations to the McGrath Foundation on their *Virtual Pink Seat Campaign*. In an exceptionally challenging environment, the *Virtual Pink Seat* transformed an event-based campaign into a wildly successful online fundraiser. Seemingly defying the odds, the McGrath Foundation developed and executed an integrated marketing campaign grounded in data to reach new audiences and deliver exceptional results for the women and communities that their vital work supports.

# PRODUCT OR SERVICE REVITALISATION

Claire Bennett

CLAIRE —  
BENNETT



## Original Tasmanian Timber

The Tasmanian Timber Promotion Board (TTPB) is a body corporate that was established by an Act of the Tasmanian Government in 1970 with the aim of promoting the use of wood in Tasmania and elsewhere. The brand had not been updated since its inception, so in 2018 the TTPB embarked on a national marketing campaign to reposition Tasmanian Timber and Tasmanian Oak, as premium. The brand was targeting the country's leading architects, an aesthetically astute profession, but was no longer able to compete against the sophisticated marketing of the competition. Awareness and consideration were low, the brand associations were uninspiring, and Tasmanian Oak was selling at commodity prices.

A revitalised brand was launched in 2018 with a brand DNA positioning Tasmanian Oak as beautiful, Australian, sustainable, easy to work with and readily available. The revitalisation has seen the brand secure partnerships with the most premium brands in Australia, and the primary product, Tasmanian Oak, become the top-performing timber in the country.

### JUDGES COMMENT:

Tasmanian Timber delivered an outcome that every marketing professional should be proud of. They demonstrated an understanding of the buyer journey and the critical decisions made along the way, sought insight through multi-stage research which underpinned a rational strategy, and adjusted their value propositions to reflect buyer needs. The integrated campaign, which included advertising, events, and sponsorship, delivered an amazing ROI and 30% category revaluation. It transformed commodity products into desirable brands, and their clearly stated, measurable objectives were exceeded.

The campaign engaged the whole supply chain from architects, both as specifiers and advocates, to major retailers and even influenced the Tasmanian Government, who pledged continued funding on the strength of the results. Congratulations!

# PUBLIC SECTOR MARKETING

Queensland Health | Khemistry



**khemistry**



## Dear Mind

To counter the rise in mental illness, Queensland Health took a preventive approach and committed to promoting mental wellness. The State's first-ever positive mental wellbeing campaign, *Dear Mind*, launched in January 2020. It encouraged Queenslanders to engage in protective behaviours, to help them build long-term resilience and coping mechanisms, and act as an important buffer against the risk of mental illness.

When COVID-19 emerged in Australia, Queenslanders' mental health and wellbeing was at higher risk than ever before. With strong evidence indicating the campaign was effectively helping build and maintain people's resilience, Queensland Health rapidly developed a new phase of campaign activity to address these new challenges.

Research shows Queenslanders who have seen the campaign report higher levels of mental wellbeing and happiness than those who haven't. Furthermore, those who saw the campaign are

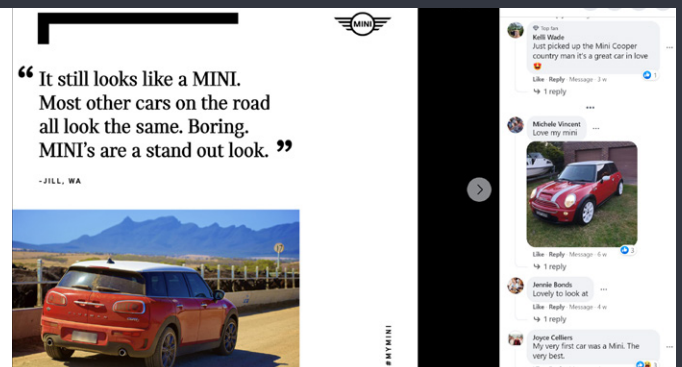
more likely to have maintained or improved their resilience during the pandemic, while those who didn't see it are likely to have experienced diminished resilience.

### JUDGES COMMENT:

A clearly articulated awards submission, with insights used to inform the strategy and campaign, this solution was well thought through and beautifully executed to ensure strong cut through. The entry features a very proactive and responsive development of the second phase of the campaign. The Phase 2 results are promising, and the additional benefits will support messages into the future, beyond the life of this campaign. Well done!

# SMALL BUDGET MARKETING

BMW Group Australia | Lucio.AI



## My MINI

For most Australians, purchasing their next vehicle is a major decision which involves careful thinking across four distinctive stages, with 'reviews' being the most influential. Research by Carsales/IPROS demonstrates that reviews are the trigger that moves prospects into buyers.

MINI over indexes positively in reviews with a Net Promoter Score (NPS) of 81 and 'Would You Buy Again?' (WBA) at 97%. So, MINI created #MyMINI, the most successful social/WOW program in its history.

#MyMINI is a UGC strategy whereby real MINI driver reviews are transformed into streamlined testimonial creative content for social and website. MINI uses REEVOO to gather all reviews, both qualitative and visual, to turn them into an ongoing stream of posts for social.

People trust people, that's why #MyMINI is so successful. The campaign started as a 1-month activation but given it's success, it became an ongoing all-year program for MINI. With an investment of less than \$5k, the campaign has generated thousands of leads.

### JUDGES COMMENT:

MINI is a big brand with longstanding brand equity and generations of consumer following. The judges were impressed that even though you are banking on existing brand equity, you dared to take a risk in a niche market by letting the voice of the consumer speak. This submission provided a great example of knowing how to leverage user-generated content to get a low-cost, high impact outcome.

## SOCIAL CHANGE MARKETING

Civil Aviation Safety Authority



**KNOW  
YOUR  
DRONE**



### Know Your Drone

More and more people are taking to the skies in Australia, but not on commercial airlines. People of all ages across the country are buying and flying drones for fun and other recreational reasons. However, low awareness of drone safety rules and regulations, overconfidence about flying ability, and attitudes of 'buy and fly', have raised serious issues for the Civil Aviation Safety Authority (CASA) – Australia's aviation safety regulator. How do you inform people about what they need to do when flying drones so that airspace, air passengers, drone users and everyone on the ground stays safe?

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### JUDGES COMMENT:

This is a fantastic campaign that not only ticked all the boxes for marketing excellence in the Social Change Marketing category, but also made excellent use of both digital and traditional marketing channels.

Great work reading the target audience and creating a campaign that connects with them on many levels. Congratulations to the team at CASA!

## SOCIAL MEDIA MARKETING

QueenslandRail



### High Voltage Can Jump Phase Two

The *High Voltage Can Jump* (HVCJ) campaign, targets risk-taking behaviour on the Queensland rail network whilst raising awareness of the hidden dangers of the overhead powerlines which carry 25,000 volts.

The priority is to ensure the safety of customers, employees, and members of the public around the train network. While life endangering incidents are rare, the circumstances that lead to them are too many young men trespassing in the rail corridor. The HVCJ campaign launched in 2019, and successfully engaged our target audience, positively influencing their behaviour.

But we didn't stop there... Phase two of the campaign was launched during Rail Safety Week in August 2020 with the help of popular Brisbane based rap artist 'Lisi'. This unusual partnership helped spread the *High Voltage Can Jump* safety message leading to a 22% decrease in the number of persons charged with trespass on the railway (100 in 2020 versus 129 in 2019).

### JUDGES COMMENT:

The *High Voltage Can Jump* campaign was creative, innovative, and effective. They overcame the challenges around capturing such a difficult-to-reach target audience by ensuring they had a thorough understanding of the lifestyles and culture of their target audience. The use of contemporary art and music to connect and engage their target demographic was inspirational.

This successfully implemented social media campaign not only exceeded initial campaign objectives, but it will also have much longer-lasting social benefits to the community. A worthy winner. Well done!



## SPONSORSHIP EFFECTIVENESS

Dexus

dexus



### 'Leasing 101' with the Sydney Swans

Building on a highly successful partnership with the Sydney Swans, Dexus took the opportunity in December 2020 to re-evaluate their approach and respond to the fundamental shift in their customers' operating environment due to COVID-19. In particular, the rapidly changing demand for more flexible workspaces and the exponential growth in e-commerce driving demand in their industrial portfolio.

Having partnered with the Swans for five years, there is an established relationship, brand alignment and strong cultural fit between both organisations. An important pillar in the brand marketing strategy, this partnership has consistently delivered exceptional results and contributes to bring the brand to life for new audiences and increase their reach in Sydney. To date, the creative has leveraged the synergies of the high performing Swans and Dexus' premium office portfolio which is home to Australia's leading businesses. In 2021, they took the opportunity to extend the campaign to showcase Dexus's leadership across multiple asset classes, including office, industrial and healthcare.

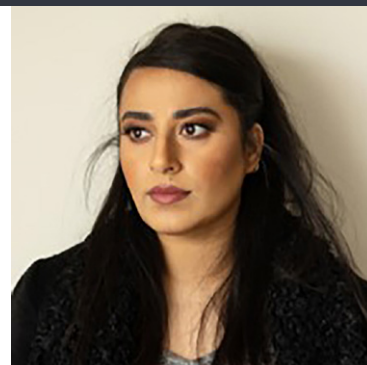
### JUDGES COMMENT:

Dexus provided the absolute 101 guide to sponsorship effectiveness in its ongoing successful partnership with the Sydney Swans. The application was an impeccably written submission and provided sufficient data to support their claims in achieving their objectives. It demonstrated a great example of innovative and unique creative and activation, that was disruptive and entertaining, and achieved a return on sponsorship investment.

The submission provided a clear breakdown of sponsorship objectives and challenges faced by the company which changed substantially with the onset of the COVID-19 pandemic. It provided an impressive demonstration of how Dexus pivoted its marketing and sponsorship focus to encompass other, lesser-known products in its portfolio. Another highlight was the creativity of execution that supported both brand ethos, adding humour and humility. Both brands were humanised in the bloopers reel.

## STUDENT ACHIEVEMENT

Maham Fahar Qaiser



A self-described customer-obsessed marketer, Maham Qaiser has worked as a Customer Insight Analyst, where she was committed to providing real customer insights which drove decision-making, helping to orient the business with a customer-centric focus.

Maham has spent the last year studying at Deakin University for a Master of Marketing degree that has built further on her unique experience and skill set. In the next stage of her career, she aspires to drive and develop omni-channel marketing programs for brands that deliver a seamless 360-degree customer experience across all channels within the beauty and apparel e-commerce industry.

In her spare time, Maham enjoys photography, blogging, and travelling.

### JUDGES COMMENT:

Maham presented a creative, robust, and meticulously integrated plan which was comprehensively designed. Her expansive knowledge of marketing devices facilitated an efficient, effective and exceptional promotional program for Odd Pears.

A strong understanding of millennials' motivations, perceptions and attitudes was highlighted in the goal message of "Be Who You Are" for the Trend Hunter target market. The marketing mix reinforced a highly developed multi-channel promotional mix which positioned Odd Pears thoughtfully.

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