

2016

AWARDS FOR MARKETING EXCELLENCE

Australian Marketing Institute



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FOREWORDS



CEO, Lee Tonitto

Hats off to the 120 judges who've given up their time to assess the innovative, creative and effective campaigns and marketing practice across 215 entries in 28 categories. A tough job!



Chair, Andrew Thornton

These awards recognise and celebrate excellence in people and organisations delivering value and making a difference in our profession.

ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute is the preeminent professional association for marketers in Australia.

We provide cutting edge marketing theory and practice to fuel progress in the careers of professional marketers. We deliver this through accreditation of tertiary courses, training programs and events. We celebrate marketing excellence through our Awards program.

Our programs include:

- **Certified Practising Marketer (CPM) designation** – earn the peak professional designation for marketers in Australia.
- **University course accreditation** – assessment and accreditation of university courses relevant to the marketing profession.
- **Code of conduct and professional standards** – an end-to-end framework specifically designed to help determine required skills, test current capabilities, gain recognition and ensure marketers and their organisations not only keep on top of the latest marketing trends, but are also setting them for the future.
- **Taking marketing to the boardroom** – we work closely with Australian organisations such as the Australian Institute of Company Directors and Board Direction to provide a wide range of programs to assist members in acquiring board positions and cementing their board careers.
- **Classroom workshops** – covering all learning levels across traditional and cutting edge marketing skills.
- **Online digital marketing training** – allows selection of courses and topics to match specific needs in a flexible timeframe from any location.
- **State networking events** – access to influential thought leaders, industry experts, and the opportunity to build networks.
- **Webinars** – free lunchtime learning.
- **Awards** – the largest national and state Awards for Marketing Excellence program in Australia.
- **Giving back** – volunteers contribute to the marketing profession through AMI state committees or becoming a mentor to an Emerging Marketer.

To find out more about becoming a member of the Australian Marketing Institute email membership@ami.org.au or call 1300 737445.

PRINCIPAL SPONSORS



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Nick Kariotoglou, Director



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JUDGING PANEL

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<u>Ben Robertson</u>	<u>Hume Winzar</u>	<u>Natalie Mendes</u>	<u>Sarah Richardson</u>
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<u>Carden Calder</u>	<u>Jacqui Reed</u>	<u>Nick Coulman</u>	<u>Selina Bell</u>
<u>Caroline Patrick</u>	<u>Jan Hohberger</u>	<u>Nick Kariotoglou</u>	<u>Sharron Hawkins-Zeeb</u>
<u>Catherine Rickwood</u>	<u>Jeremy Richman</u>	<u>Nick Russo</u>	<u>Shaun McDonagh</u>
<u>Catherine Sutton-Brady</u>	<u>Jessica Hamilton</u>	<u>Nicki Walsh</u>	<u>Sheridan Ferrier</u>
<u>Christina Falsone</u>	<u>Jo Macdermott</u>	<u>Nicola Reynolds</u>	<u>Shileen Costain</u>
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<u>Dominic Brandon</u>	<u>Lisa Musumeci</u>	<u>Pennie Frow</u>	<u>Vivienne Corcoran</u>
<u>Emiliano Giovannoni</u>	<u>Luke Butcher</u>	<u>Peter Bowman</u>	<u>Wai Ying Chan</u>
<u>Emily Bates</u>	<u>Lynda Cavalera</u>	<u>Peter Kape</u>	<u>Wendy Coombes</u>

ABOUT THE AWARDS

2016 AMI Awards for Marketing Excellence

Now in its 34th year, the AMI Awards for Marketing Excellence recognise excellence in marketing practice across diverse customers, budgets and strategic approaches.

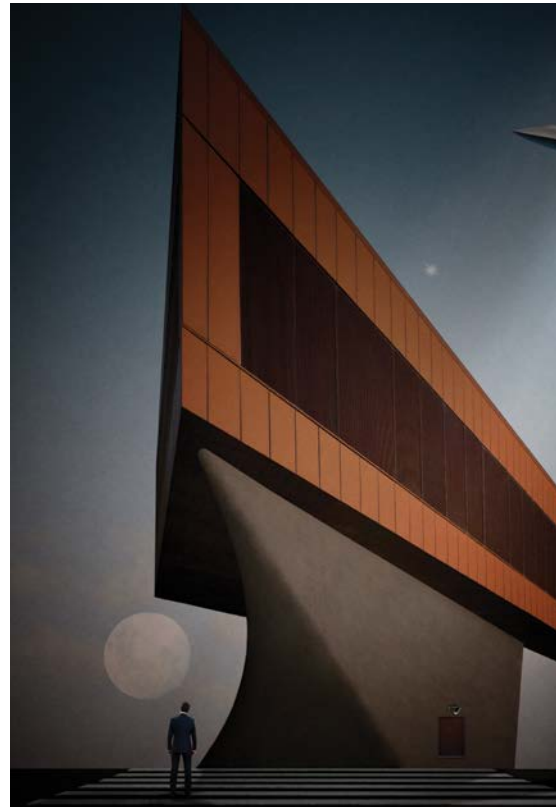
The Awards have evolved over the years in response to new developments in marketing theory and practice, and to reflect the growing appreciation of the critical role of marketing as a vital source of value creation for a business.

This year our judging panel assessed 215 entrants across 28 categories, and awarded 61 national and state winners.

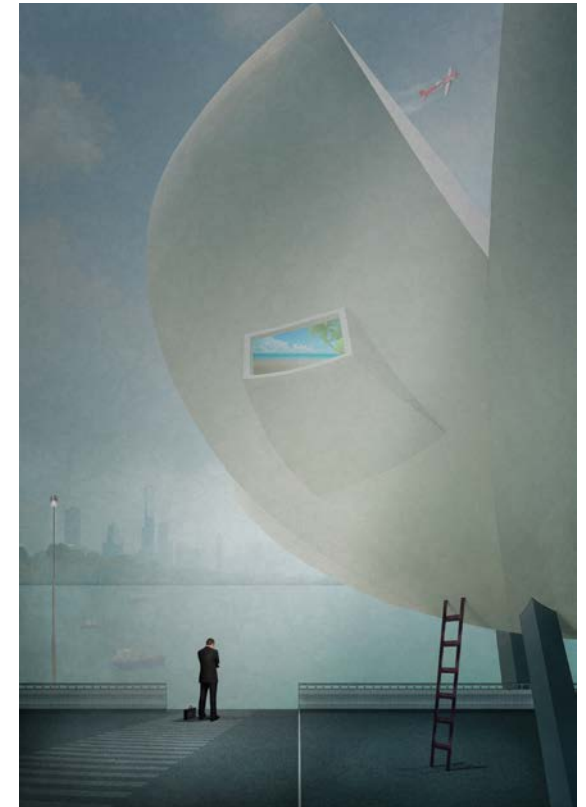
The awards are distinguished by criteria that asks marketers to articulate the end to end process that led to measurable, demonstrable results. It's a tough nomination process requiring commitment and effort. Congratulations to all our finalists and winners for 2016!

PARTNER:

AUSTRALIAN INSTITUTE OF PROFESSIONAL PHOTOGRAPHY



The Anonymous Man #13 ©lisasaadphotography



The Anonymous Man #17 ©lisasaadphotography

2016 AWARDS FOR MARKETING EXCELLENCE WINNERS





WINNER

SIR CHARLES McGRATH AWARD



HOLLY KRAMER

Non-Executive Director – Woolworths, AMP,
Australia Post, Nine Entertainment

Holly Kramer has more than 20 years' experience in general management, marketing and sales including roles at the Ford Motor Company (in the US and Australia), Pacific Brands and Telstra. Whilst at Telstra, her roles included Group Managing Director, Telstra Product Management and Chief of Marketing. Her most recent position was Chief Executive Officer of Best & Less, a subsidiary of South African retail group Pepkor. Holly was appointed a Director of Woolworths Limited in February 2016, and is also a Non-Executive director of Nine Entertainment Corporation, AMP Limited, Australia Post, and regional community-owned telco, Southern Phones, and the Alannah and Madeleine Foundation. She is a member of Chief Executive Women and has a BA with Honours in Economics and Political Science from Yale University and an MBA from Georgetown University.





WINNER

CERTIFIED PRACTISING MARKETER OF THE YEAR AWARD



NICOLLE JENKINS

Managing Director, The Hub Marketing Communications

With more than two decades in the marketing industry, Nicole has accumulated a solid balance of academic and practical business success. She provides leadership expertise across all aspects of business development, branding, change management, strategy and marketing communications. As a testament to her business success, in 2012 Nicole was awarded a 40U40 business award, was a finalist in the highly sought-after Telstra small business awards and was one of only four finalists in the Telstra Business Woman of the Year awards. Nicole was the first employee at the Perth Convention Exhibition Centre responsible for branding and marketing. Nicole freelances for magazines, newspapers and radio and held an international media position at the 2000 Olympic Games. In 2004, Nicole was the first female Deputy President on the Board of Directors for Surf Life Saving WA. As The Hub's managing director, she works with a variety of large/medium sized organisations across a variety of industries including the Australian and State Government, health, science, tourism, not-for-profit, professional services, resources and Indigenous sector.





WINNER

FUTURE LEADER



ROSIE ANDERSON

Marketing and Communications Consultant, Mercer

Feedback from Mercer "As a key contributor in the consumer marketing team at Mercer, Rosie has had a big impact, driving transformation in data driven marketing and analytics, playing a significant role in the implementation of marketing automation and customer experience technologies, and delivering creative, effective campaigns. Already considered a future leader within our organisation, Rosie possesses all the qualities necessary to become a successful marketing leader and executive into the future. Her contribution to our commercial success, generation of great customer experience and brand value, and progression of our marketing agenda has been greater than marketers with twice the career experience." Previous to Mercer, Rosie worked for Catholic Super managing all aspects of the integrated marketing campaign for members to consolidate their superannuation funds to Catholic Super, exceeding budgeted revenue by over 30% and achieving \$74million in increased funds. Rosie has been nominated for a number of programs and awards, including being a finalist for two consecutive quarters for the Employee Excellence Awards at Catholic Super, and the overall winner for another quarter. She is a member of the key talent pool in the Pacific region at Mercer. Rosie has a Bachelor of Business with a major in Marketing and a minor in Econometrics from Monash University, and a Certificate in Corporate Entrepreneurship from the University of Houston.



JOINT WINNER

MARKETING PROGRAM OF THE YEAR



MEAT & LIVESTOCK AUSTRALIA

The most successful lamb campaign ever

2015 was a great year for lamb. But 2016 was ridiculous. In fact, 'Operation Boomerang' was Australia's most complained about ad of all time - and Meat and Livestock Australia's most successful Australia Day campaign in history. Combining an insightful strategy with a provocative creative idea and departing from the typical media approach, Meat and Livestock Australia generated phenomenal 'earned media' coverage and sent Aussies to their barbeques in droves. All this, even though they faced a decreased budget, sky-high retail prices, an increasingly competitive marketplace, the WHO recommending people "eat less red meat" and Australia Day falling on the worst possible day of the week - Tuesday. Despite previously poor outcomes when Australia Day fell on a Tuesday (+10%), Lamb retail sales increased +37% compared with average weekly retail sales over the previous 52 weeks. 22% higher or more than double the 15% target set by Meat and Livestock Australia. 'Operation Boomerang' is the most successful Australia Day campaign ever - beating the previous record set by the "Lambnesia" campaign in 2013 (which fell on a Saturday), by a massive 14% in retail sales. A return on investment for farmers of \$2.32 for every dollar spent.

JOINT WINNER

MARKETING PROGRAM OF THE YEAR



UNIVERSITY OF MELBOURNE

Revitalising a 160 year old brand

Despite being Australia's number one university and a highly respected institution globally, market research consistently identified limited awareness and understanding of the University of Melbourne's research endeavour and public contribution. This finding was particularly evident for the 'Esteem Audience', a group identified as being highly influential but largely disengaged with the University of Melbourne, having little understanding of the institution's research output, rather they see the University as a teaching institution only. In 2015, the University of Melbourne defied category conventions and appealed to people that shared the institution's value of collaboration - that the University of Melbourne is a place you come to collide with other thinkers and push society further, not simply achieve for your own personal outcomes. The core message 'where great minds collide, giant leaps are made' positioned the University of Melbourne as a place where great minds, from varying disciplines, come together to challenge each other and tackle some of the world's greatest problems. In taking the high ground, the 'Collisions' campaign achieved some extraordinary results.



WINNER

BRAND REVITALISATION

MEAT & LIVESTOCK AUSTRALIA

Turning the corner on a 40 year decline

Since the 1970s beef consumption in Australia has been on a steady decline, seeing it eventually replaced as the number one meat in 2007, by chicken. Due to the immense pressure from the beef industry, the relaunch of beef in 2015 was seen as the most important marketing initiative in Meat and Livestock Australia's history. The results from the campaign have been nothing short of exceptional. For the first time in five years Meat Livestock Australia finished the year with an increase in market share, with all leading brand targets smashed and an extraordinary ROI of 277%.

FINALISTS

Organisation

Entry

Meerkats the brand leadership company

A natural silence

Joint submission by ME, Dick&Jane and Icon agency

Frank. A campaign to change the face of credit cards forever

nbn

How nbn's brand revitalisation rallied staff and re-inspired the nation.

The University of Melbourne

Revitalising a 160 year old brand





WINNER

CONSUMER ACQUISITION MARKETING

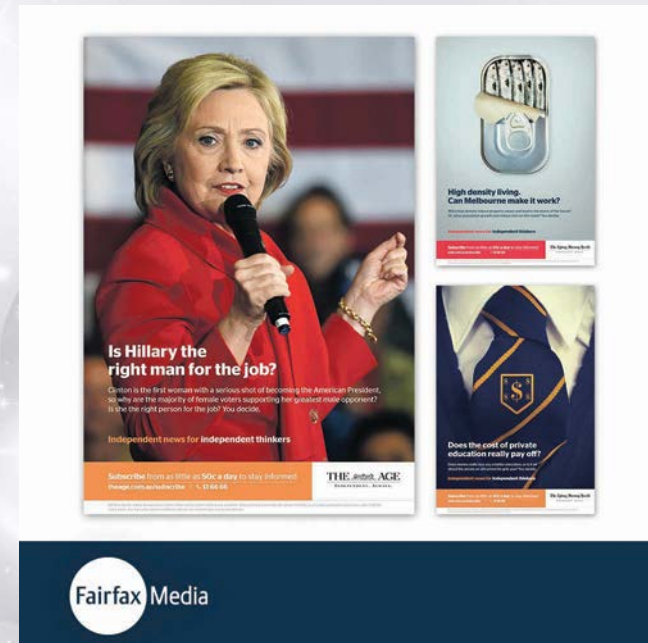
FAIRFAX MEDIA

'Independent news for independent thinkers'

As news habits change rapidly, publications across the globe are facing the same challenge: getting people to pay for quality news. Even the most respected papers have discounted dramatically to persuade readers to subscribe. To drive revenue targets, Fairfax Media had to turn an incremental 1% of non-paying readers into paying subscribers. They identified a segment of their non-paying reader base, who valued being well-informed on current events and were happy to pay full price - as long as they could see the value. To attract them, the SMH and The Age united under the campaign: "Independent News for Independent Thinkers" to move the focus from cost to the value of quality, independent journalism. Fairfax launched a content-led campaign which ran across digital, social and outdoor, asking readers to form an independent view of topical questions in current affairs from Fairfax's incisive, independent coverage. It drove readers to a series of highly engaging, in-depth content driven stories, which deepened their appreciation of the insight they gained from Independent news. The campaign drove new subscriptions a full 15% above ambitious Fairfax targets and grew subscription revenue by 11.5%. It was clear that highlighting the value of good news really paid off.

FINALISTS

Organisation	Entry
Cricket Australia & M&C Saatchi Melbourne	Big Bash League - 'who's game?'
Atomic 212	Lucy the robot
AFFINITY	Diving into data for customer acquisition for Narellan Pools
The Hub Marketing Communications	Port to pub-a battle for market share





WINNER

CONSUMER RESEARCH INSIGHTS

AFFINITY

Diving into data for Narellan Pools

Narellan Pools is one of Australia's largest pool builders. By mining their first-party and third-party data they unearthed a consumer-targeting nirvana: identification of the exact moment of tipping-point from consideration to a sale. As a result of this activity in 2015, Narellan increased leads by 11%, and increased sales by 23% whilst decreasing media spend by 30%. Overall, delivering an incremental ROI of 54:1. This entry demonstrates that often it's not just what you say or how you say it, but when you say it that's important. Narellan demonstrates to other smaller businesses with commensurately smaller budgets that you don't need to spend millions to make your business thrive. Relevance and context will always trump the size of investment.

FINALISTS

Organisation

Entry

BCM and CitySmart

Reduce your juice

Mercer

Clearing the path to action in superannuation

Perpetual

The virtuous client circle: leveraging insights to execute a segment brand

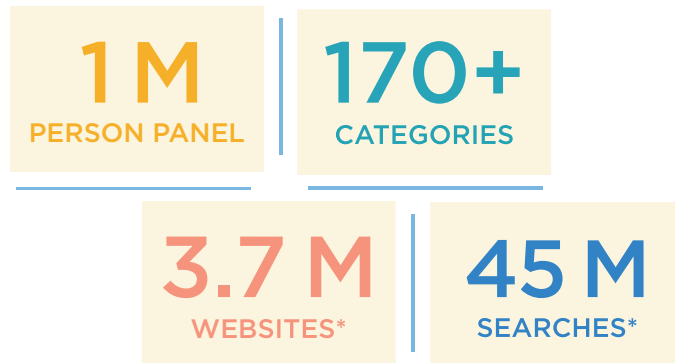
University of Adelaide

Seek light - brand research project

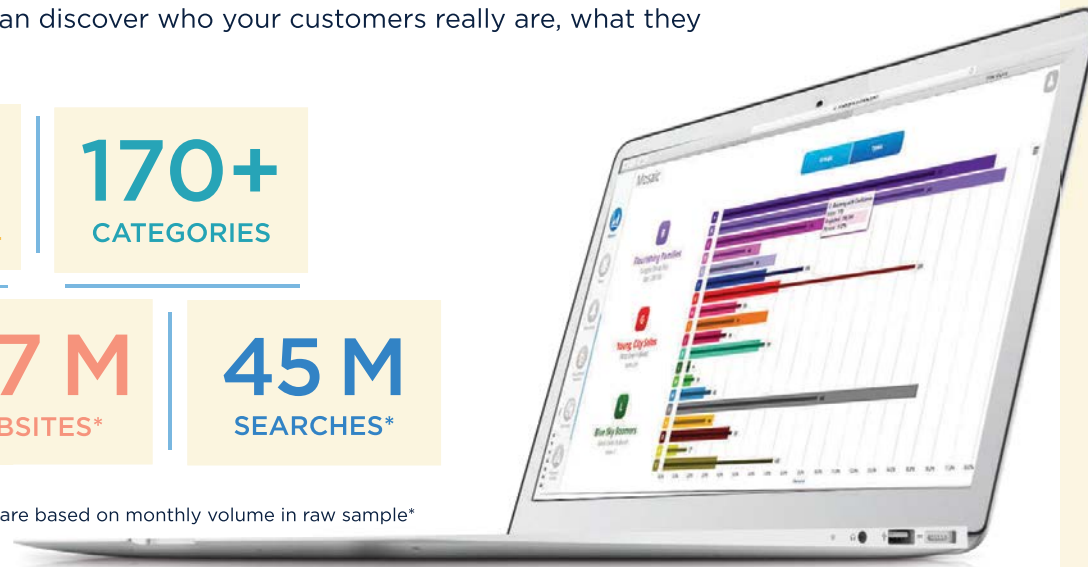


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Panel, Websites & Searches are based on monthly volume in raw sample*



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Brand Strategy



Competitive Benchmarking



Media Planning



Campaign Measurement



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- Search patterns
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- Motivations
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Comprehensive Analytics:

Develop strategies based on:

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- Cross-channel media consumption
- Device usage
- Brand & product preferences

Contact us to get started.



WINNER

CONSUMER RETENTION/LOYALTY MARKETING

QICGRE

Kids day out series - Woodgrove August 2015 - May 2016

Woodgrove Shopping Centre is nestled in the outer north-western Melbourne growth corridor (approx. 35km from the CBD), servicing a trade area population of 100,000. A third of the households in the main trade area are families with children under the age of 15. Main trade area residents are highly value driven and are generally younger than the Melbourne average. As Woodgrove entered the period of stabilisation after the launch of the development, issues arose such as leakage, retention, and minimal repeat visitation. To combat these issues a competitive strategy was developed to host high profile, contemporary branded Kids Day Out events to provide a day of centre-wide entertainment. Exclusive components of the day were offered to Woodgrove Kids Club members which drove repeat attendance from customers. Add-on tactical marketing techniques increased incremental sales, as well as educating customers regarding Woodgrove's children's offering. The Kids Day Out events assisted to cement Woodgrove as the go-to destination for family entertainment in the West plus positively impacting the Centre's customer retention and visitation statistics.

FINALISTS

Organisation	Entry
With Collective	Qantas frequent flyer points destination
With Collective	Qantas frequent flyer assure
With Collective	Qantas frequent flyer end of financial year
RACT	Right royal rewards





Crowther Blayne is an Australian leader in business-to-business online and print publications for a variety of industries worldwide. Crowther Blayne publications provide businesses with the broadest possible audience and target the most relevant decision-makers. By providing a platform of the highest quality, products and services are presented in the best possible light to the marketplace. If you have a specific enquiry about our services, or simply want to get in touch, please contact:

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WINNER

CONTENT MARKETING

SYMBIO WILDLIFE PARK

Meet our family campaign

Located just 45 minutes south of Sydney, Symbio Wildlife Park is a family owned and operated zoo, home to Australian native and exotic animals and has been in operation for 44 years. With so many zoos and tourism reliant businesses in the country, Symbio needed to stand out and show people what truly makes a Symbio experience different: to showcase the connection with the animals, and people's ability to get closer than they ever dreamed of, especially with iconic Australian animals such as koalas and kangaroos. Using effective content and social media as the conduit into mainstream media, and successfully leveraging off media partners, Symbio moved from being a completely unknown entity to becoming one of the most organically publicized tourism companies in the country. The content produced through the "Meet our Family" campaign has also become some of the highest viewed Australian tourism based content ever, with over 20 viral videos and three photo series going global, two of which trending number one on Facebook. This translated to consistently having the highest engaged audience in the country for like businesses and an increase in visitation of over 30% throughout the campaign.



FINALISTS

Organisation	Entry
Inspirations paint	What's your next project?
GTI Tourism	Papua New Guinea tourism promotion authority do Kokoda campaign - phase two
BCM	The dream project
Hardhat	White night Melbourne 2016



WINNER

CORPORATE SOCIAL RESPONSIBILITY

CURTIN UNIVERSITY

Humans of Curtin campaign

Curtin is the largest and most preferred university in Western Australia, and is strongly supportive of equity and social justice. In August 2015, Curtin’s marketing team and its Ethics Equity and Social Justice (EESJ) area created a fully integrated marketing campaign built upon a pre-existing pilot project, Humans of Curtin, to promote positive dialogue around issues of diversity and inclusion. Targeting prospective students from equity groups and the Curtin community, the campaign’s purpose was to demonstrate that people who attend university come from varied backgrounds, are successful in achieving their aspirations and are valued by Curtin. The campaign was immensely successful and achieved really strong engagement across its social media channels, resulting in nearly two million views and being engaged with more than 35,000 times. This collaborative effort has also supported the strategic objectives of the University, while beneficially contributing to its reputation. The Humans of Curtin campaign demonstrates Curtin’s corporate social responsibility and the positive impact it has had among the Curtin community and the wider community. It continues to encourage discussions to celebrate diversity and reinforce a commitment to inclusion of people from all backgrounds.

FINALISTS

Organisation	Entry
Knight Frank Australia	Our mondo
BCM	Dreams for a better world
Gemba	Toyota good for footy raffle
V/Line Pty Ltd	A rail operators journey to becoming communication accessible





WINNER

CREATIVITY IN BRAND, PRODUCT OR SERVICE
MARKETING (NEW OR BRAND EXTENSION)

ATOMIC 212

Lucy the robot

Global technology company Double Robotics created a telepresence robot and briefed Atomic 212° to develop the strategy to push the device into the Australian market. Atomic conceptualised 'Lucy the Robot'. They identified the launch of the iPhone 6s and set about developing an idea to add relevance and entertainment to all those fixated on the event. This was done by piggy-backing on the event in a unique way that made consumers and the media welcome the robot to the event. A humanoid robot was positioned in the line for the global release of the iPhone 6s outside the Sydney CBD Apple store. On the other end of the device was Lucy Kelly. To add a human element, we focused our execution on the girl behind the device - Lucy was positioned as a young, energetic, innovative young woman who didn't want to stand in the wind and torrential rain to wait for an iPhone 6s. We took the global hype surrounding the iPhone launch, combined it with some cool new technology, and added a human element - it was a recipe for success. Internationally, the stunt generated 12,452 enquiries in 72 hours, reaching around 123 million people in total.

FINALISTS

Organisation

Entry

Australian Weaving & M&C Saatchi

The two litre towel

Simplot

John West - sustainable tuna

SapientNitro

ChocPluswhat?

NTI

Yellow cover: powered by NTI





WINNER

CUSTOMER EXPERIENCE MARKETING

CANBERRA CENTRE

A light touch

At the heart of Canberra, Canberra Centre is an active part of the CBD. In October 2015, a significant part of the Centre, the Monaro Mall, was closed for redevelopment, with the removal of 30 specialty retailers and the installation of two large hoardings. Centre customer traffic declined in October 2015 by (2.3%) and November 2015 by (0.2%) compared to 2014. A marketing plan was developed to prevent further loss of traffic and spend during the 18-month redevelopment phase. Canberra Centre needed to engage its audience: to generate interest and improve the customer experience. Through research, it was clear Canberrans seek innovation that inspires, stimulates and entertains. The annual light festival, Enlighten, presented the perfect opportunity to deliver 'A Light Touch' - an interactive display launched in Centre on February 2016. It featured a unique light experience, connecting the centre of Canberra with the festival. 'A Light Touch' created a memorable experience that truly engaged with customers and increased customer frequency. Customer numbers in the precinct increased by 12% in February 2016 on LY alone. By April 2016, precinct turnover increased by 23% on April 2015. The two-week launch period generated 3,800 Instagram Likes and 37,000 in PR.

FINALISTS

Organisation

Entry

Isobar

ANZ banker desktop

Campus Living Villages

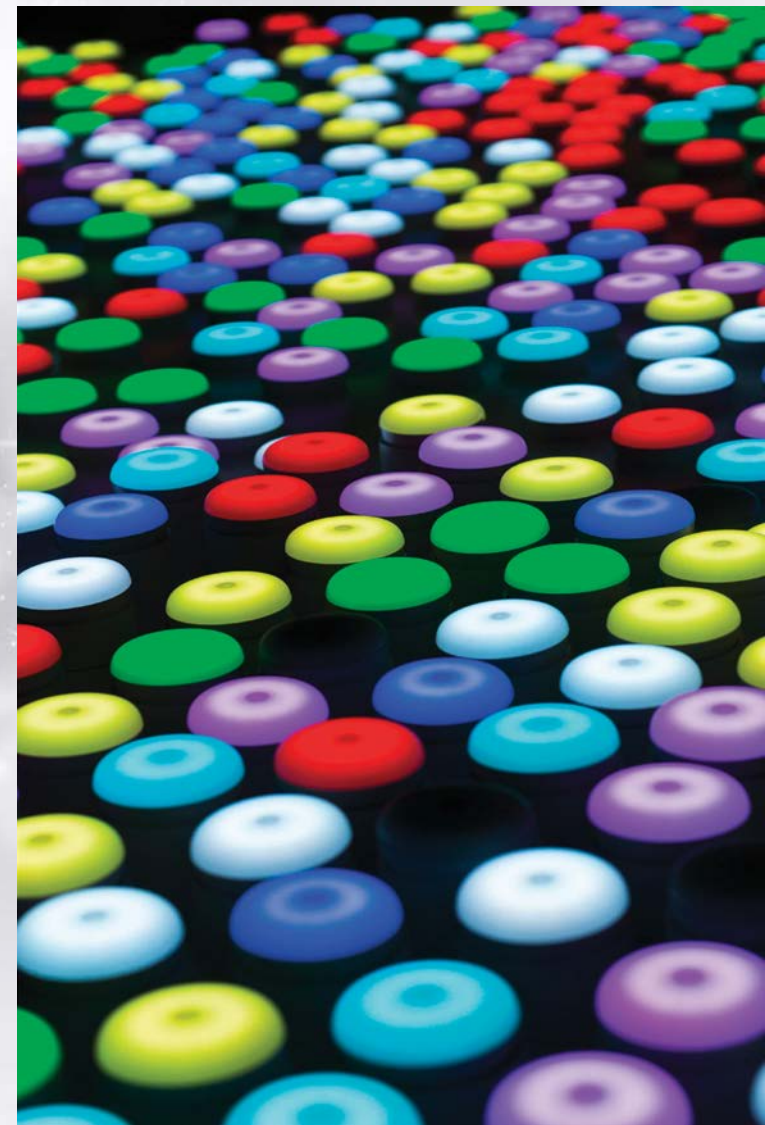
Enhancing the customer experience with the customer contact village

Hyperdome Shopping Centre

April in wonderland

Mercer

Smart start onboarding





WINNER

EDUCATION

THE UNIVERSITY OF MELBOURNE

Revitalising a 160 year old brand

Despite being Australia's number one university and a highly respected institution globally, market research consistently identified limited awareness and understanding of the University of Melbourne's research endeavor and public contribution. This finding was particularly evident for the 'Esteem Audience', a group identified as being highly influential but largely disengaged with the University of Melbourne, having little understanding of the institution's research output, rather they see the University as a teaching institution only. In 2015, the University of Melbourne defied category conventions and appealed to people that shared the institution's value of collaboration - that the University of Melbourne is a place you come to collide with other thinkers and push society further, not simply achieve for your own personal outcomes. The core message 'where great minds collide, giant leaps are made' positioned the University of Melbourne as a place where great minds, from varying disciplines, come together to challenge each other and tackle some of the world's greatest problems. In taking the high ground, the 'Collisions' campaign achieved some extraordinary results.

FINALISTS

Organisation

Entry

La Trobe University

Thoughtography: how your mind sees art

Victoria University

Surprise and delight campaign 2016

Open Colleges

Believe you can campaign

The University of Sydney

Bringing brand clarity to Australia's first university





WINNER

EXPERIENTIAL, SENSORIAL AND
INTERNAL EMPLOYEE MARKETING

KNIGHT FRANK AUSTRALIA

Chill out with us

Branded as Chill Out With Us, Market Square developed a free Antarctic themed augmented reality experience, which allowed customers to interact with orca whales, the very popular penguins and the friendly seal - all while standing on an ice-shelf and surrounded by icebergs in the middle of the shopping Centre! The big screen, 'ice-shelf' and 'ice-bergs' were set up in Market Square's Centre Court. The augmented reality event was designed to wow and the results were outstanding. It impressed City of Greater Geelong Council so much they used it as the launch for their "After Dark" arts and culture celebrations. Customers in their 80s enjoyed the technology, hundreds of families brought their children in and it was incredibly popular with youth who truly embraced the unique, social media ready "selfies". The combination of cutting edge digital technology, traditional marketing and support from the local community saw a highly successful event that the region had never seen before and would provide an excellent case study for other's considering augmented reality to complement their marketing activity.

FINALISTS

Organisation

Entry

Together Creative

Paws to consider

Mater

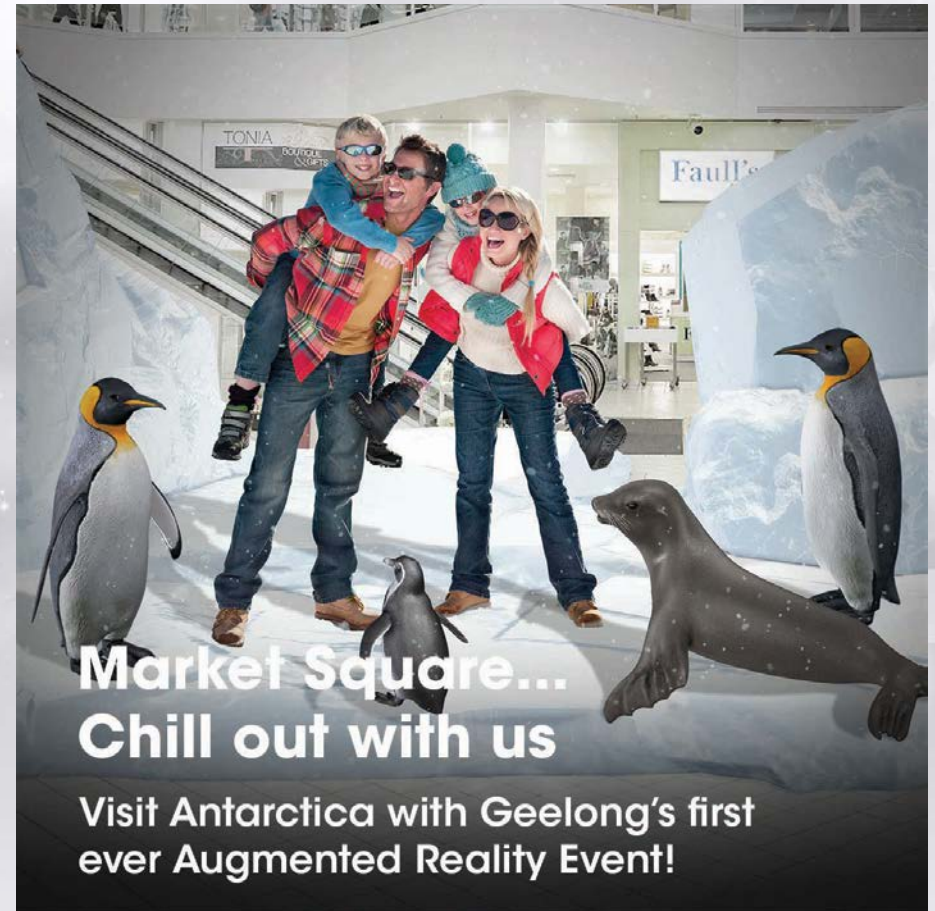
Compassion is... 2015 mercy week campaign

Aesthetic

NAB's share house

Uniting

We are uniting





WINNER

FINANCIAL SERVICES MARKETING

303 MULLENLOWE PERTH

The power of &

In a market dominated by the 'Big 4' - where almost a third of people aren't even prepared to consider a regional bank - it's fair to say P&N Bank faced an uphill battle. The solution lay at the heart of the brand; in the power of membership. Re-launching itself as the champion of collective strength, P&N Bank discovered an emotional platform which resonated with new and old members alike. So much so, that as the WA housing finance market has contracted with the declining State economy, P&N Bank has actually grown its lending to record highs! That's the 'Power of &'.

FINALISTS

Organisation

Entry

ME (formerly ME Bank)

Frank. A campaign to change the face of credit cards forever.

Medical Financial Group

Expertly understanding you

Nimble

Nimble it and move on

RaboDirect

Shonky savers campaign



Funded by the Australian Research Council (FT120100932)

THE KIAMA UNDERAGE DRINKING PROJECT

Using social marketing and social norms to shift attitudes and behaviours and create an environment where it is OK for teenagers not to drink.



chasr.acu.edu.au



MARKET SQUARE SHOPPING CENTRE IS PROUD TO BE A FINALIST IN THREE CATEGORIES IN THE 2016 AMI AWARDS FOR MARKETING EXCELLENCE.

Market Square, Geelong's own shopping centre is proudly managed by Knight Frank Australia Pty Ltd. Knight Frank is a leader in asset management and prides itself on an innovative, integrated approach to asset management and leading software.

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Market Square Shopping Centre
Cnr Malop & Moorabool Streets
Geelong VIC 3220
Phone (03) 5221 2411



MANAGED BY KNIGHT FRANK



WINNER

INNOVATION IN PRODUCT/SERVICE

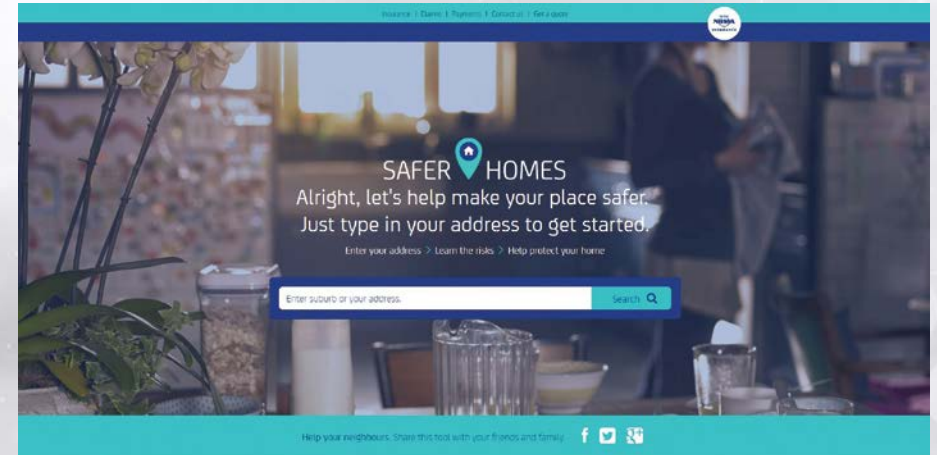
NRMA INSURANCE

saferhomes.com.au - Better protecting Australians through insurance understanding & shared values

Australia wide, there's a lack of adequate protection for the great Australian dream, our homes. Home owners (and even renters) are unaware of the natural perils and threats that pose a risk to that protection. They needed transparent, easy to comprehend information about insurance to help them better protect their homes, valuables and loved ones, yet no source such as this had ever been created in Australia before. NRMA Insurance mandated "help make the world a safer place" for their customers. With this promise at their organisational core, they launched the Safer Homes online tool designed to open the virtual flood gates of insurance transparency, understanding and education to not only their customers, but to all homeowners alike. Since launching in October 2015, SaferHomes.com.au has amassed over 200,000 visitors to the website. Users are being empowered to learn more about their homes, insurance, risks and surrounding communities whilst at the same time making it safer. As the nature of protection and insurance continually changes and evolves, NRMA's commitment to customer value and data led integration remains at the heart of all NRMA Insurance communications and product development.

FINALISTS

Organisation	Entry
CIC Australia / Mirvac	Innovation in product/service: Googong NSW
Hyperdome Shopping Centre	The market room
Isobar	UNMOOD
V/Line Pty Ltd	Leading the way in communication access





WINNER

INTEGRATED MARKETING COMMUNICATIONS

MEERKATS THE BRAND LEADERSHIP COMPANY

A natural silence

Having once been category number 2, by mid 2015, Brownes Dairy's yoghurt range was in danger of being delisted. Brownes Dairy used a truly integrated media, advertising and events approach to convince an audience incapable of bullshit to give the product another go. It worked. Through a perfect synergy of consumer insight, creative content, channel selection and an ideal cooperative partnership Brownes Dairy amplified the brand message driving engagement across multiple touchpoints and demonstrating that Brownes Dairy had mums back. Mums believed the promise of all natural yumminess, tried the product and made Brownes yoghurt their regular brand. By reaching into the heart of the product and the brand and being honest with themselves and their consumers, Brownes Dairy marketing team delivered its most successful campaign of all time. It prevented the brand from being delisted and changed the fortunes of the product, the brand and the company. Brownes Dairy reversed an annualised decline of -16.4% to create quarterly growth of +30.4% during the campaign period, taking then from number 5 in the category back to number 2, six months' sooner than scheduled.

FINALISTS

Organisation

Entry

ActewAGL

LED downlight upgrade

Adelaide City Council

Shape the Adelaide Park Lands

John West

Sustainable tuna

Sydney Living Museums

Sydney Open 2015





WINNER

MARKETING COMMUNICATIONS: B2C AND B2B

MEAT & LIVESTOCK AUSTRALIA

The most successful lamb campaign ever

2015 was a great year for lamb. But 2016 was ridiculous. In fact, 'Operation Boomerang' was Australia's most complained about ad of all time - and Meat Livestock Australia's most successful Australia Day campaign in history. Combining an insightful strategy with a provocative creative idea and departing from the typical media approach, phenomenal 'earned media' coverage was generated and sent Aussies to their barbeques in droves. All this, even though they faced a decreased budget, sky-high retail prices, an increasingly competitive marketplace, the WHO recommending people "eat less red meat" and Australia Day falling on the worst possible day of the week - Tuesday. Despite previously poor outcomes when Australia Day fell on a Tuesday (+10%), Lamb retail sales increased +37% compared with average weekly retail sales over the previous 52 weeks. 22% higher or more than double the 15% target set by Meat Livestock Australia. 'Operation Boomerang' is the most successful Australia Day campaign ever - beating the previous record set by the "Lambnesia" campaign in 2013 (which fell on a Saturday), by a massive 14% in retail sales. A return on investment for farmers of \$2.32 for every dollar spent.

FINALISTS

Organisation	Entry
Cricket Australia & M&C Saatchi Melbourne	Big Bash League -who's game?
Defence Housing Australia	DHA - selling peace of mind
AFFINITY	Diving into data for Narellan Pools
Toyota Motor Corporation Australia and Synchro Marketing	Toyota 'LM heroes'



YOU NEVER LAMB ALONE ON AUSTRALIA DAY

We love our Lamb



WINNER

MARKETING DATA & BUSINESS ANALYTICS

MERCER

The power of Mercer edge

Mercer Super disrupted the superannuation industry by delivering a cutting edge data and analytics platform called Mercer Edge. The platform drives marketing campaigns that deliver on cost and time efficiencies for an increased return on investment. Mercer Edge enables marketers to drill into customer behaviour and needs and segment the data to deliver targeted campaigns. Data is easily accessible and extracted for real-time execution. It can be monitored within a secure environment and used to provide detailed reporting and insights, all within an online portal available on a user's desktop. This merger of technology with marketing delivered an integrated superannuation consolidation campaign to 60,000 targeted customers, achieving a 12% overall response rate, nearly \$80 million in new funds under management, and more than 325% return on investment. The most successful campaign in Mercer's history. Further gains were made through ongoing development of algorithms to predict customer behaviour and propensity for action. The gains are ongoing as they use predictive modelling in all marketing activities and have realigned business processes and procedures to capitalise on Mercer Edge optimisation of data and insights.

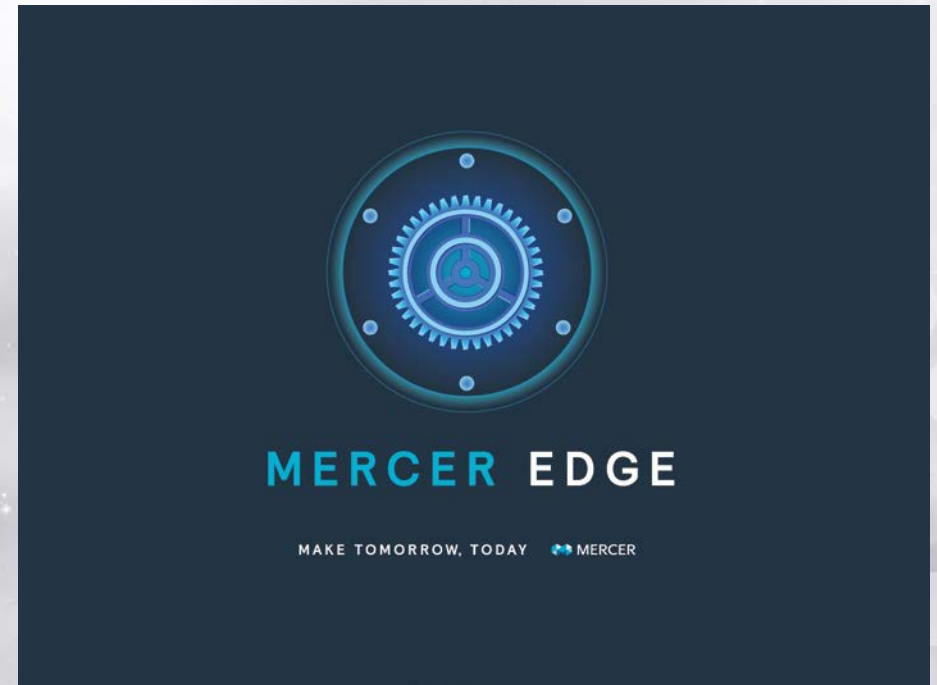
FINALISTS

Organisation

Entry

AFFINITY

Diving into data for Narellan Pools





WINNER

MARKETING ON A SHOESTRING/
SMALL BUDGET

SPROUT AND AGENTUR
Territory taste festival

The marketing budget was on a shoestring and our houses were on the line. Two private companies in the Northern Territory, Sprout and Agentur, created an event and allocated a marketing budget of \$25,000. They partnered with media for placement and ran a strong PR campaign that netted over \$250,000 worth of media exposure in a 10 week period, achieved over 490,000 reach on social media and 12,000 people attended. The inaugural Territory Taste Festival with master chef Matt Moran was held at the Darwin Convention Centre 16-17 April 2016. The Darwin Waterfront, with contemporary restaurants, lawns and wave pool, provided a stunning backdrop to what was the first year of an annual celebration of quality Territory produce, restaurants, trade stalls and suppliers. Two days of cooking demonstrations, master classes and dedicated wine bar, cocktail lounge, beer gardens with boutique beers and ciders, combined with a fabulous entertainment program and family-focused activities. The first year event was funded, planned, implemented, produced and marketed by a team of three event/marketing professionals in 4 months.



FINALISTS

Organisation	Entry
Australian Weaving & M&C Saatchi	Australian weaving - 'the two litre towel'
Atomic 212	Lucy the robot
Gilmour and Jooste Electrical	How to prosper during an economic downturn
KWP Advertising Pty Ltd	Protect our cops



WINNER

MARKETING TEAM OF THE YEAR

TAYLORS WINES

Live better by degrees with Taylors Wines

With Australian wine sales declining at 1.2% (Aztec MAT 06/15), a chronic wine glut, long-term price discounting, growth in private label (now 28.7%) and an influx of imported wines - the environment was challenging for independent and family wineries to stand out and succeed. Add to this more than 2400 Australian wineries (Winetitles 2015), and 10,000 brands and large corporate competitors with significant marketing budgets. Differentiation is key to surviving on shelf, however, this challenge was now greater than ever. What if there was a way to engage the target audience, differentiate the Taylors Wines brand, build on the award-winning family winemaking expertise, and make the wine drinking experience more enjoyable for more people, all the while increasing sales? The Optimum Drinking Temperature Sensors and Live Better By Degrees campaign by Taylors Wines not only did the above, but it turned around a price increase driven sales slump, and offered incremental ROI of 18% in just two months. We'll drink to that!

FINALISTS

Organisation	Entry
ADSHL	Adshel Trailblazers
Meat & Livestock Australia	Putting effectiveness at the heart of everything we do
Mercer	The pursuit of customer centricity
Newcastle Permanent	2016 Marketing team of the year





WINNER

MOBILE MARKETING

BCM AND CITYSMART

Reduce your juice

Reduce Your Juice is an innovative energy efficiency behaviour change programme which completely reframes traditional approaches. It proves beyond doubt that a 100% mobile digital marketing approach is not only effective, but superior. Unlike traditional approaches which are typically high-touch, involving educational home visits and the installation of monitoring devices on electrical appliances, this programme is delivered using the strongest connection point for Millennials - their mobile phone. The programme consists of an app featuring three mini-games which addressed the learning objectives for core behaviours; as well as social media, website, video and SMS elements. The programme addresses the alarming trend of the increasing numbers of residential electricity customers entering retailer hardship programmes - particularly young low income renters. A combination of living on a low fixed income, increasing electricity prices, ageing and energy inefficient appliances, and a basic lack of interest and knowledge is fueling a problem that risks becoming endemic. Results achieved by Reduce Your Juice smashed all expectations. Participants improved their energy consumption by 12.3% compared to the previous year and saved on average \$220 on their annual electricity bills. A quantified improvement in energy habits of 22.5% is 350% better than the average previously achieved in similar programs.

FINALISTS

Organisation

Entry

Komosion

RMIT - What's your Melbourne style? Quiz



WINNER

PUBLIC SECTOR MARKETING

FIRE & RESCUE NSW

Winter fire safety campaign - Keep looking when cooking

Fire and Rescue NSW attended 25,522 residential fires between 2009-2014, mostly kitchen fires. A heat source being left "unattended" being the most common cause contributing to kitchen fires. Kitchen fires, like all house fires are extremely distressing, and come with a hefty cost to victims and the community. Safety messages are totally unsexy and a hard sell to the community. Public sector marketing is regulated and conservative compared to private sector options. With a limited campaign budget, the challenge was to be creative not only in creative content strategy, but also in cost effective marketing. Having a very clear understanding of the problem, we sought to also get a very clear understanding of our target audience and maximise their media consumption channels. The campaign successfully implemented a three month strategy with a total budget of \$404,785.55. Having used engaging, meaningful and creative communications, kitchen related fires were reduced by 12% with a relatable savings to the community of nearly \$26million per year.

FINALISTS

Organisation

Entry

BCM

Learning potential

Brand Bureau

Let's get it sorted

BCM

Mates Motel

Icon Agency

Empowering poker machine players to make informed gaming choices





WINNER

SOCIAL MARKETING & SOCIAL CHANGE/
NON-PROFIT MARKETING

BCM

Mates Motel

The Mates Motel campaign is part of the Queensland Government’s social change program branded ‘Join the Drive to Save Lives’. The light-hearted, humorous approach represents a new way of government engaging with the youth audience on the topic of drink-driving. It relied upon the community taking greater shared responsibility for this issue and empowered young males to proactively look after their mates by positioning a mate’s place or your own home as a potential Mates Motel. It encouraged young guys to plan ahead to stay where they are rather than endangering their lives, and the lives of others, by attempting to drive or even walk home. Mates Motel provided the tools to allow the community to take ownership of the problem and provide the solution. The campaign appeared over the 2014/2015 Christmas/New Year period and again in April/May 2015. It achieved significant results: 69% of those who had seen the Mates Motel campaign agreed they were more likely to plan ahead and avoid drinking and driving. 70% were more likely to encourage friends to stay at their place so they don’t drink and drive. Increased community ownership, engagement and action was pivotal to campaign success.

FINALISTS

Organisation

Entry

**Cancer Council Victoria and
Victorian Aboriginal Community
Controlled Health Organisation**

Aboriginal rethink sugary drink campaign

Australian Catholic University

The Kiama underage drinking project

BCM and CitySmart

Reduce your juice

BCM

Learning potential





WINNER

SOCIAL MEDIA AND DIGITAL MARKETING

CROWN RESORTS

Aussie millions 2016 social media campaign

The Aussie Millions Poker Championship, in its 14th year, is a major annual Poker event held at Crown Melbourne. It includes 24 Championship events, a number of high limit cash games, the prestigious Main Event with a buy-in of \$10,600 and an estimated 1st prize of \$1.6million. The estimated total prize pool for the entire event is over \$25million. Although the largest Poker tournament in the Southern Hemisphere, the number of people attending had started to dwindle and wasn't growing year on year. In addition, Crown was struggling to promote the event to a new younger audience - predominantly using traditional media channels. Crown knew that Poker players worldwide were fast adopting digital technologies and that they needed to find a way to completely revamp and modernise communications for the Aussie millions. Partnering with US-based Digital & Social Media agency Phantom Firm, Crown used use new Social Media channels and a Live Stream of the event on Twitch to drive mass local and international reach and engagement... all on a relatively small budget.

FINALISTS

Organisation	Entry
Atomic 212	Lucy the robot
Knight Frank Australia	Chill out with us
SapientNitro	ChocPluswhat?
New Caledonia Tourism	Searching for the heart of New Caledonia, an interactive Instagram adventure





WINNER

SPONSORSHIP MARKETING

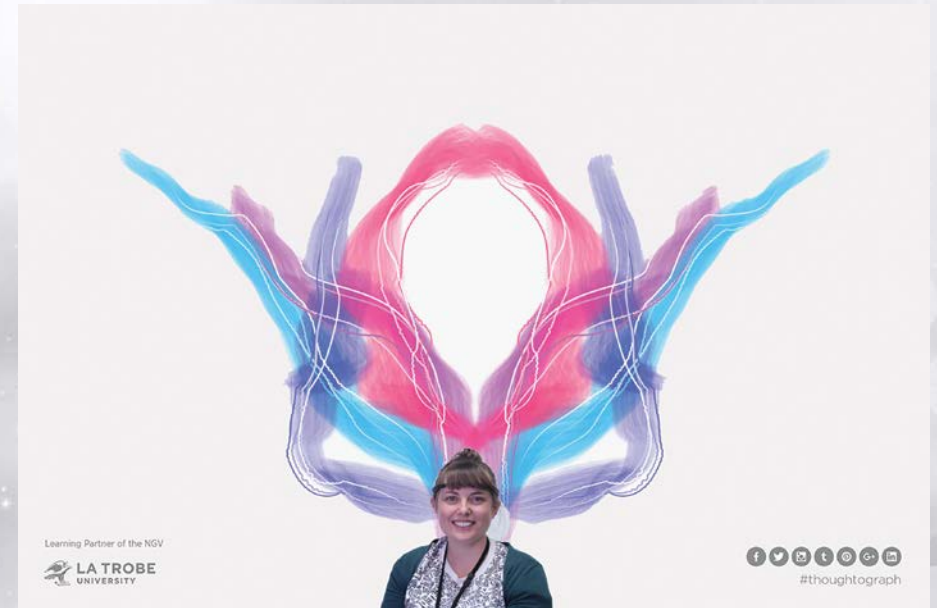
LA TROBE UNIVERSITY

Thoughtography: how your mind sees art

La Trobe University was Official Learning Partner of the NGV and Andy Warhol | Ai WeiWei exhibition from 11 Dec 2015 to 24 April 2016. La Trobe’s creative team, along with La Trobe’s academics developed Thoughtography, a unique activation demonstrating the intersection between art and science. Thoughtography delivered increased value to both organisations and their audiences by using technology to deliver a tangible, real-time demonstration of how your mind engages with art. Close to 2,000 participants created their unique Thoughtograph and the campaign generated wide spread exposure in the traditional, digital and social media. The campaign exceeded sponsorship objectives and KPI’s: Strengthening unprompted and aided brand awareness, to the extent that La Trobe out-performed all other sponsorship partners in terms of brand association amongst Thoughtography participants, improving perceptions of La Trobe’s reputation amongst 72% of participants, increasing the likelihood of participants either enrolling in or recommending a La Trobe university course by 43%. A modest media and PR investment of \$43k drove 61% of all web traffic associated with the Sponsorship to La Trobe’s website, delivered Social Media reach of over 600,000 and engagement of 22,000, and enabled media reach of almost 3 million.

FINALISTS

Organisation	Entry
Audi Australia	International champions cup presented by Audi
Bankwest	How Bankwest got West Coast Eagles fans talking
My State Bank & M&C Saatchi	My State Bank





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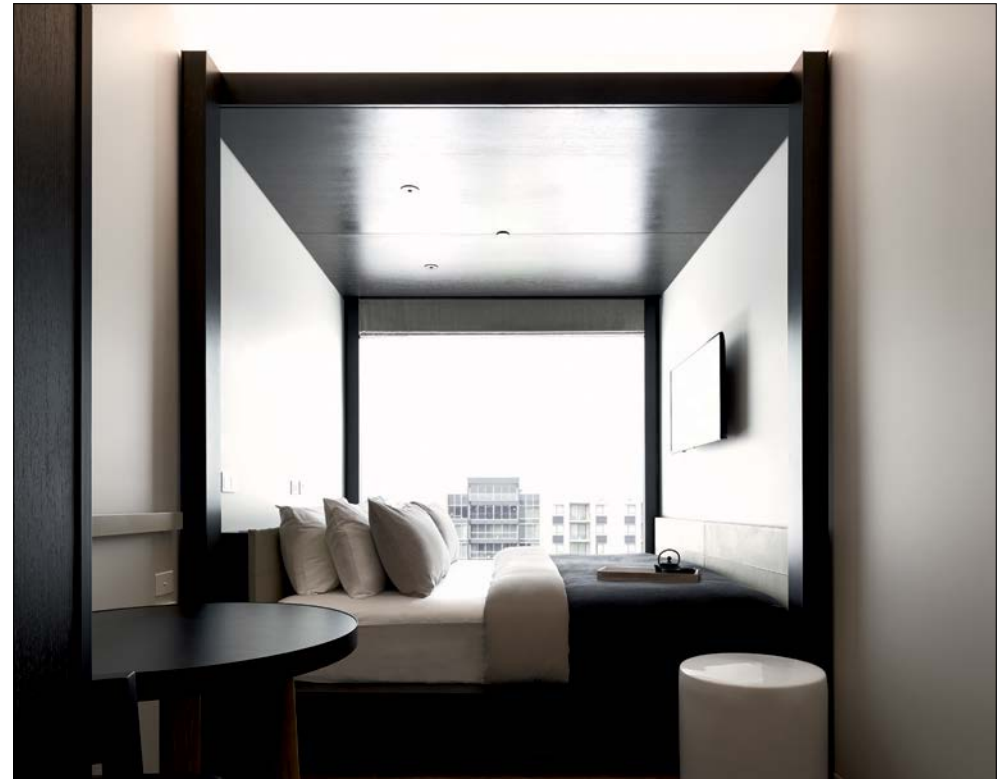
Business analytics is becoming the air companies breathe and the oceans in which they swim.

- Deloitte Analytics



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WINNER

TOURISM MARKETING

SOUTH AUSTRALIAN TOURISM COMMISSION

Network SA

The South Australian Tourism Commission partnered with Fairfax Media and Virgin Australia in a global first approach of an always on digital campaign that connected audiences with South Australia through content that covered a broad range of experiences and proof points unique to the state. Once the online audience engaged with this content, we attracted them with further stories assisting them along their holiday decision path, with the ultimate aim being conversion to purchase. The content pieces included articles of varying length, videos, infographics, photos, interactive, guides/reviews and quizzes. These were published on Traveller.com.au, and other websites owned by Fairfax Media (of which there are currently more than 30) as well as via Fairfax's social media platforms. SATC had the ability to target very niche audiences with content relevant to their specific interests. In many cases these were not overt tourism pieces. The authentic, lively and conversational narrative of the stories assisted greatly with sparking audience interest. Engagement was measured through a combination of research and analytics, sourced from SATC, Fairfax Media and Virgin Australia. We were able to see in real time what stories triggered the most interest and ultimately lead directly to bookings.

FINALISTS

Organisation

Entry

Hamilton Island

Taylor Swift on Hamilton Island

Doma Group Canberra


Tourism, hospitality sector - Canberra

Tourism and Events Queensland

Where great begins

NETWORK SA



A portrait of Andy Rouse, a man with glasses and a beard, smiling. The image is overlaid with a teal color.

MEET ANDY ROUSE

Head of Carter Murray,
Australia

MATCHMAKER OF MARKETING TALENT WITH GREAT OPPORTUNITIES

The irony of being overweight, under-tall and follically challenged in an industry where presentation can be a substantial factor in success is not lost on Andy. Despite these overwhelming odds he has found that he is good at what he does – marketing recruitment.

What makes Andy and his team better than other marketing recruiters? Their successes are predicated on strong personal relationships and they work hard at these, because recruitment is all about people not processes, not “deals”, not KPIs, not spreadsheets.

If you need to recruit and want to talk to someone who understands what you are talking about or if you are considering what comes next in your career...

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