

# 2019 AMI AWARDS FOR MARKETING EXCELLENCE

Recognising Marketing Excellence since 1982



**AMI** AUSTRALIAN  
MARKETING  
INSTITUTE



**AWARDS**  
FOR MARKETING  
EXCELLENCE

## RECOGNISING MARKETING EXCELLENCE

The AMI Marketing Excellence Awards are the premier mark of distinction within the Australian Marketing industry.

The AMI Awards showcase the success of both individuals and teams who achieve a high standard of accomplishment through insightful campaigns and innovative leadership which further the practice of Marketing.

Celebrating excellence in marketing is not only a privilege, it's an honour.

“The AMI Awards and event nights are a great way to stay connected and see what is happening within the marketing profession.

It was great to be recognized as a category winner last year, and fantastic recognition for the Asia Pacific Marketing Team. Plus, it's always nice to be able to share the recognition with our global colleagues.”

**Kate Talty**, Vice President of Marketing and Communications (Asia Pacific), Pitney Bowes

## FIND OUT MORE

The AMI's core purpose is to support progress in the careers of our members and advance the marketing profession. To find out more about how you can benefit from AMI training, support, events and more, please get in touch:

-  02 8256 1650
-  [awards@ami.org.au](mailto:awards@ami.org.au)
-  1/21 Chandos Street, St Leonards NSW 2065
-  PO Box 322, St Leonards NSW 1590
-  [ami.org.au/awards](http://ami.org.au/awards)

## APPLY NOW

For more information on the application and submission process, as well as tips and resources, visit our website:

-  [ami.org.au/awards](http://ami.org.au/awards)




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Tel: +612 8256 1650  
Email: [membership@ami.org.au](mailto:membership@ami.org.au)  
Website: [www.ami.org.au](http://www.ami.org.au)

 @ami\_marketing  
 @australianmarketinginstitute  
 Australian Marketing Institute



Phone: +61 7 5629 5310  
Email: [marketing@arkmedia.net.au](mailto:marketing@arkmedia.net.au)  
Web: [www.arkmedia.net.au](http://www.arkmedia.net.au)

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# FOREWORDS



Lynda Cavallera, Chairperson

“The AMI Marketing Excellence Gala is the night of nights for marketing professionals to recognise and celebrate marketing excellence across Australia. It’s the opportunity to catch up with marketers from agencies and organisations both big and small and network with professionals from other industries and sectors.”

“AMI’s Awards showcase marketing excellence and provide an opportunity for Australian Marketers to grow as professionals. This year there were 16 categories, 7 special awards, over 200 entries and 120 judges who undertook the challenging task of independently reviewing and determining the winners.”



Narendra Prasad, General Manager & Company Secretary

# ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute is the requisite organisation for professional marketers and authoritative voice of Marketing in Australia.

## In order to achieve our purpose, the AMI:

- Promotes and advocates the status and interests of our members and the profession.
- Builds the status and professionalism of members through our Certified Practising Marketer (CPM) designation.
- Fosters member collaboration and networking.
- Provides access to professional development opportunities, including knowledge sharing, content and thought leadership.
- Works collaboratively with marketing academia, including course accreditation.
- Sets and maintains professional standards of members through the Code of Conduct.
- Celebrates marketing excellence through the AMI Awards Program.

## BOARD OF DIRECTORS



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Director



**John Kim AMAMI,**  
Director

# ABOUT THE AMI AWARDS FOR MARKETING EXCELLENCE

For 38 years, the AMI Awards have celebrated individuals and organisations who have achieved extraordinary success from innovative and effective marketing practices.

Honouring campaigns from a diverse range of companies with varying resources, the AMI Marketing Excellence Gala is an opportunity for Australia's marketing community to come together and network, form business relationships and celebrate the year's successes in style with their marketing peers, colleagues and industry decision makers.

The AMI Awards have grown over the years in response to evolving theory and practice to reflect the critical role of marketing as the vital source of value creation for a business.

*Congratulations to all finalists and winners for 2019!*

## JUDGING PANEL

With 16 categories, 7 special awards, over 200 entries and 120 judges, the merits of each submission are independently assessed by considering the different B2B & 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 ensure a transparent and rigorous judging process.

Alex Makin  
Amanda Temperly  
Amanda Tolmachoff  
Amanda Vanelderden  
Andrew Baxter  
Andrew Thornton  
Andy Roberts  
Ann Combe  
Anna Kertesz  
Annabel Ausmus  
Anne Baker  
Anne Miles  
Anne Stout  
Ant Dureau  
Ashley Hayden  
Barry Salter  
Bernard Kassab  
Brett Levy  
Brian Goldberg  
Briar Buttfield  
Bruce McKaskill

Caroline Raj  
Chloe Zhang  
Chrissie Maus  
Dennis Freeman  
Diana Cornall  
Doris Dunon  
Douglas Wright  
Duncan Buchanan  
Eamon Bowler  
Emiliano Giovannoni  
Erin Kilpatrick  
Evan Gongolidis  
Fiona Berry  
Frank Alpert  
George Bell  
Georgie O'Connor  
Gianna Ferrara  
Grace Paraino  
Grace Taylor  
Graham Willcock  
Greg Abbey

Helen Bouropoulos  
Jacqueline Burkitt  
Jacqui Daley  
Jade Maletsky  
James Barrow  
Jane Hillsdon  
Janine Crawford  
Jenny Brown  
Jessica Hamilton  
Jessica Moran  
John Clay  
John Holland  
John Kim  
John Wilkinson  
John-Paul Granata  
Jonathan Forrester  
Julie Toma  
June Buchanan  
Justin Wheatley  
Karen Bickle  
Karin Forster

Karyn Dale  
Kate Elix  
Kate Talty  
Kelly Townson  
Kristie Atkins  
Ky Wilson  
Kylie Mckenzie  
Leora Givoni  
Lynda Cavallera  
Mandeep Grover  
Margaret Faulkner  
Mariette Snyman  
Marissa Candy  
Mark da Silva  
Marzena Baker  
Melanie Lindquist  
Meredith Waterhouse  
Michael Laps  
Michelle Fragar  
Mona Lolas  
Neil Anderson  
Neil Shoebridge  
Nick Kariotoglou  
Nicki Walsh  
Nicholas Ridis  
Nicola Hepenstall  
Nicola Pickup  
Nicola Reynolds  
Nina Christian

Paromita Mitra  
Paul Nelson  
Paul Nicolaou  
Penny Burke  
Peter Kape  
Piyush Sharma  
Qijian (Bob) Ge (Croft)  
Rachel Bevens  
Rajeev Sharma  
Richard Blackwell  
Russell Mitchell  
Sanjit Kumar Roy  
Scott Nelson  
Shileen Costain  
Shontiele Iddles  
Simon Graham  
Sofia Tsiamoulis  
Stephanie Meek  
Stephen Rodway  
Steve Fontanot  
Susan Dann  
Tracey Siddis  
Vincent Xuereb  
Wai Ying Chan  
Wendy Coombes  
Yusuf Pingar  
Zac Donovan  
Zora Artis

# SPONSORS

## Special Category Sponsors



## Category Sponsors



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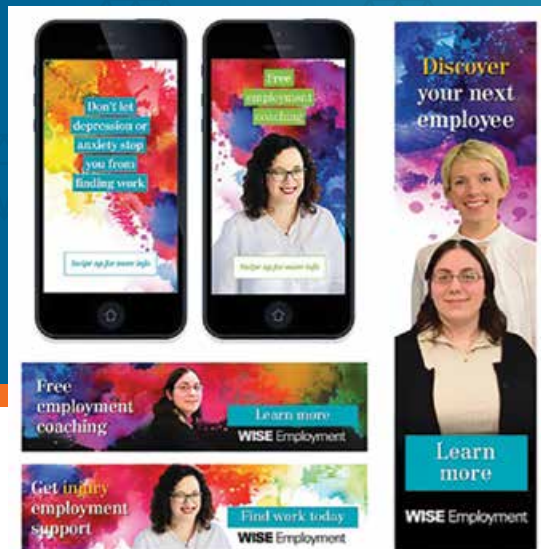


# WINNER

## MARKETING CAMPAIGN OF THE YEAR

### WISE EMPLOYMENT + NTEGRITY

#### WISE Employment



**W**ISE Employment (WISE) helps people with disabilities find jobs. When a new government policy meant that Centrelink stopped sending referrals, the future of the not for profit was uncertain. WISE approached ntegrity to develop a digital campaign to attract and register new job seekers, fast.

The goal was to position WISE as the first choice disability employment services provider and grow online registrations.

Instead of marketing to people with disabilities as a single homogenous group, the campaign recognised that different disabilities impact people in completely different ways. By addressing people with autism, chronic pain, depression, and physical disabilities individually, WISE were able to speak to the unique barriers job seekers faced. Targeted social ads, landing pages and honest, inspirational videos helped future clients feel more confident they would be understood by WISE.

The campaign was an incredible success. WISE increased their online job seeker registrations by 42 per cent, while simultaneously decreasing their cost per lead by 35 per cent. In a time of uncertainty and market threat for the disability services sector, this campaign led to significant growth for WISE, increasing their market share to make them one of the leaders in the not for profit industry.



# WINNER

## SIR CHARLES MCGRATH AWARD

### CHRISTINE HOLGATE



Christine Holgate joined Australia Post as Group Chief Executive Officer and Managing Director on 30 October 2017, after nearly nine years as the Chief Executive Officer of Blackmores Ltd.

Christine has more than 30 years of diverse international leadership experience in highly regulated industries, including healthcare, media, telecommunications and finance.

She has more than 20 years of public board experience as either a non-executive director or CEO and has held senior management positions in Asia, the Americas and Australia.

Christine is the inaugural Chair of the Board of the Australia-ASEAN Council (which supports the development of trade and cultural relations between Australia and the 10 member countries of the ASEAN region). She also serves on the board of the Collingwood Football Club. Christine's past appointments include time as a non-executive director of Ten Network Holdings Limited.

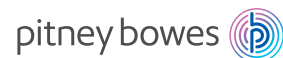
# WINNER

## CHIEF MARKETING OFFICER OF THE YEAR

FABIAN MARRONE



Presented by Pitney Bowes



**F**abian Marrone is Chief Marketing Officer at Monash University. He manages Monash's global reputation and delivers on conversion goals across a multi-segment life cycle in alignment with the Focus Monash strategic plan.

Using data, digital and radical differentiation, Fabian and his team are creating fundamental, transformational change in Monash's marketing and communications approach.

Fabian joined Monash University in July 2017. His previous positions include:

- Vice-President of Global Marketing and Business Development, Hobsons
- North America Vice-President of Marketing and Partnerships, APAC and EMEA
- Head of Marketing Services, Adecco Group (UK and Ireland)
- Strategic Manager CAMMS APAC (North America and UK).

Fabian has an international reputation for his expertise in reputation management, conversion, digital transformation, marketing and communications. His record includes:

- New market entry in the UK, Asia and North America Rebranding and refreshing a number of Adecco Group brands
- Merges, acquisition and disposal management internationally
- Managing the world's largest prospective international student survey that informed creation of a digital marketing method used to market and recruit international students. The model was so successful it was adopted by 12 universities globally within a year.

Fabian holds a Business double degree in Marketing Management and Administrative Management from the University of South Australia.

# WINNER

## CERTIFIED PRACTISING MARKETER OF THE YEAR

### RIC NAVARRO



**R**ic Navarro began his career as a journalist with The Age newspaper and subsequently went on to successfully manage communications for Australian Prime Minister John Howard's 'Supermarket to Asia' program.

Over his career, Ric has worked with leading firms in the mining, FMCG, infrastructure, retail, manufacturing, sports, built environment and professional services sectors. With these top brands, Ric led the marketing, digital, communications, brand, and client-centricity programs.

In his current role as the CMO for professional services consultancy Norman Disney & Young, Ric leads the strategic and tactical delivery of the firm's marketing across the organisation's global footprint.

In November 2017, Ric was awarded one of the world's Top 40 Most Influential Global Marketing Leaders by the World Marketing Congress. In 2018, Ric was ranked as Australia's #6 CMO, building on his Top 20 CMO ranking in 2017, and Top 50 CMO ranking in 2016. In November 2018, Ric was awarded the AMI (Vic) CMO of the Year Award, and the CEO Magazine Marketing Executive of the Year.

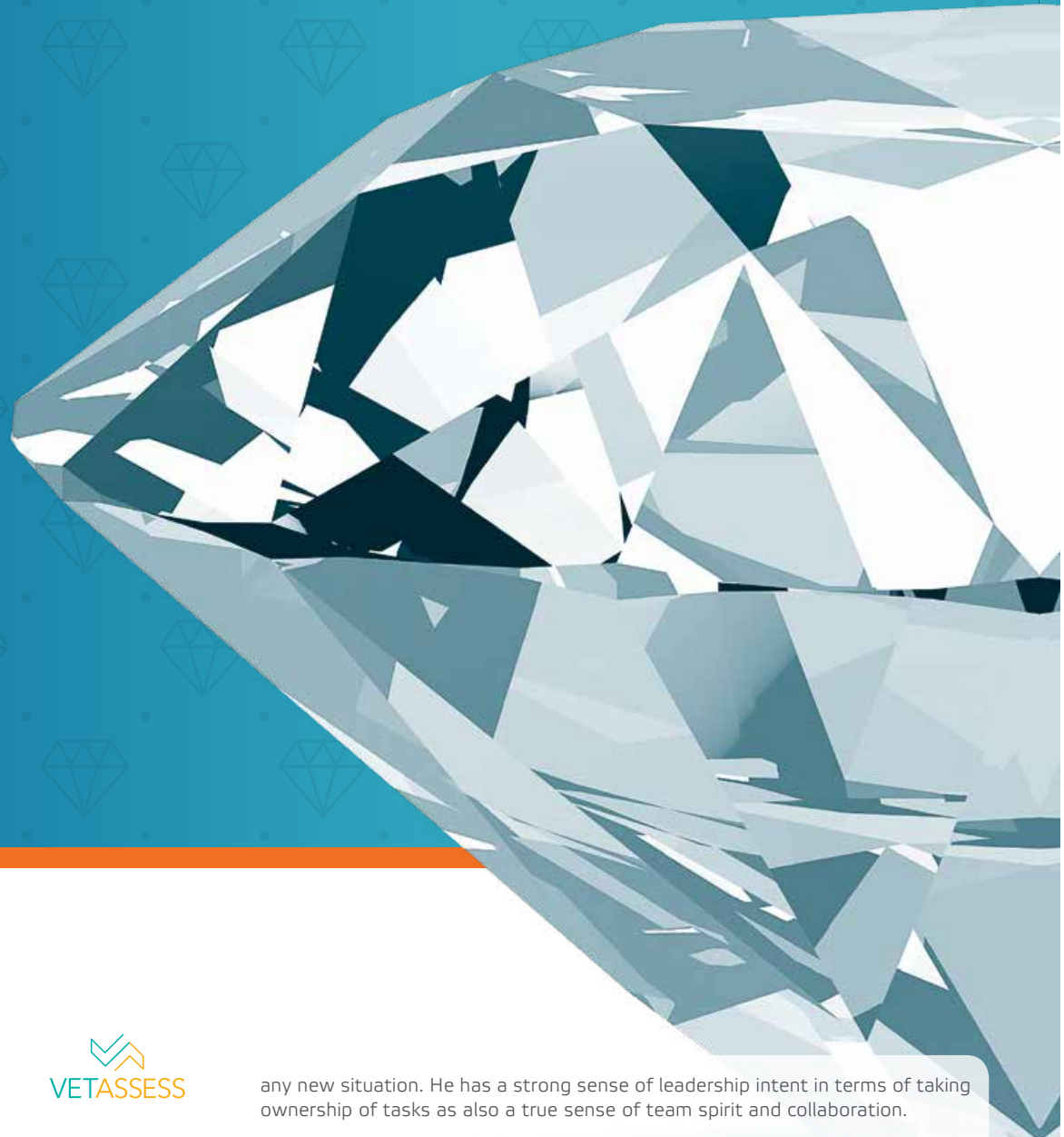
Ric attained his MBA in Marketing in 2015 and is author of the best-selling book, *Marketing with Purpose: a C-Suite guide to being truly customer-centric*.



# WINNER

## FUTURE LEADER OF THE YEAR

### AKSHAY SARDANA



Presented by **VETASSESS**



**A**kshay Sardana, an engineer-turned-marketer, is passionate about technology and its life-changing implications. As an Acquisition Marketing Manager at Optus, Akshay is responsible for development, review and implementation of an integrated marketing strategy with a focus on consumer consideration and acquisition.

Over the last six years, Akshay has worked with some of the world's leading brands like Huawei, ASUS and Optus and has contributed significantly towards positive growth and transformation. Amongst his achievements, he successfully transformed the eCommerce business for ASUS with a 40 per cent YoY growth in revenue and more recently launched a successful through-the-line campaign for Optus Prepaid with the legendary Ray Meagher as 'Ray Coptus.'

With an eye for detail and love for technology, Akshay enjoys being amongst tactical positioning for winning work, where true value can be added for consumers. He is confident to combat odds and has the amenability to adapt to

any new situation. He has a strong sense of leadership intent in terms of taking ownership of tasks as also a true sense of team spirit and collaboration.

Akshay holds a Bachelor's degree in Computer Science from Manipal Institute of Technology, India and a dual Master's degree including an MBA from the University of Technology, Sydney.

#### Judges Comment

Akshay exemplifies many qualities and values that are the making of a great marketing leader. Not only an outstanding and accomplished marketing practitioner, what sets Akshay apart is his approach to proactively developing his leadership abilities – demonstrating how he has gleaned from his own varied role models and has distilled that into his own leadership style, and his commitment to developing others around him. Furthermore his ability to be open and vulnerable while equally confident and passionate are characteristics that will endear him to those he meets and galvanise his team for years to come.

# WINNER

## MARKETING TEAM OF THE YEAR

### EY BRAND, MARKETING AND COMMUNICATIONS TEAM

EY Future Realised



The EY Brand, Marketing and Communications (the marketing team) is responsible for developing and executing the firm's marketing plan for Australia and New Zealand (ANZ), in line with the business strategy as communicated by the firm's management. As part of the team's overall 2018 strategy to re-allocate 25 per cent of the firm's marketing budget towards activities designed to shift customer's perception of the firm's distinctiveness, EY Future Realised was born. The experience-led event took place on Cockatoo Island (Sydney) on 26 and 27 November 2018.

The aim of the event/conference was to design an experience that would generate different conversations about the future, encourage diverse perspectives and provide practical support to clients and partners to navigate critical business issues and lead through disruption.

300 attendees participated in EY'S Future Realised generating commercial value that well exceeded expectations. Sales generated since the event from clients attended was significantly higher than the KPI target set for new business from clients that attended the event.

#### Judges Comment

The EY Brand, Marketing and Communications Team demonstrated a deep understanding of its business' challenges in an extremely competitive industry.

Through the use of data and a multi-disciplinary marketing approach, the team developed an exceptional strategy that was brave enough to think laterally and distinctively. The ensuing brand and business results from this strategy not only met the already ambitious targets set, but also exceeded them beyond expectations.

This speaks volumes to the calibre of the EY Brand, Marketing and Communications Team.



# WINNER

## MARKETING AGENCY OF THE YEAR

### INTEGRITY



**I**ntegrity is an award-winning digital strategy agency with a mission to increase the digital capabilities of Australian organisations - whether that is delivering digital strategy, executing it or helping train and empower staff.

The company has a long record of delivering results and helping clients prepare for the future, having worked with hundreds of government, not for profit and for-purpose clients.

ntegrity's services include digital strategy, campaigns, ads channel management, recruiting for digital roles, MarTech, consultancy, video and creative, research, UX and website, and training through the company's digital arm 'Academy.'

#### Judges Comment

ntegrity showed how a great cultural piece can have a positive and impactful effect on the revenue and profit of a business.

From an agency perspective they have created a model for growth by having strong core and cultural beliefs of what it means to be ntegrity. We were impressed with their understanding of their numbers and ability to apply insights into their ongoing growth and success.

Overall it was a great story of how a strong cultural belief in doing it your way can create a place that customers want to engage with. A worthy winner.



# WINNER

## CUSTOMER ACQUISITION MARKETING

WISE EMPLOYMENT + NTEGRITY  
WISE Employment



Presented by Red Tomato

red·tomato  
PROMOTIONAL MARKETING AGENCY

**W**ISE Employment (WISE) helps people with disabilities find jobs. When a new government policy meant that Centrelink stopped sending referrals, the future of the not for profit was uncertain. WISE approached ntegrity to develop a digital campaign to attract and register new job seekers, fast. The goal was to position WISE as the first choice disability employment services provider and grow online registrations.

Instead of marketing to people with disabilities as a single homogenous group, the campaign recognised that different disabilities impact people in completely different ways. By addressing people with autism, chronic pain, depression, and physical disabilities individually, WISE were able to speak to the unique barriers job seekers faced. Targeted social ads, landing pages and honest, inspirational videos helped future clients feel more confident they would be understood by WISE.

The campaign was an incredible success. WISE increased their online job seeker registrations by 42 per cent, while simultaneously decreasing their cost per

lead by 35 per cent. In a time of uncertainty and market threat for the disability services sector, this campaign led to significant growth for WISE, increasing their market share to make them one of the leaders in the not for profit industry.

### Judges Comment

WISE's campaign has set new foundations for the organisation and helped shore up its future by generating new customers after a change in government regulations saw its largest traditional acquisition channel shut off.

WISE's strategy and action has not only delivered growth post government changes (which may have impacted on their survival) but they have delivered a first-in-market style campaign which speaks about different disabilities in different ways to appropriately targeted audiences. The campaign creative and messaging is simple but effective and has delivered strong results, ROI and additional benefits to the organisation.

# WINNER

## BRAND REVITALISATION

BANK FIRST + 10 FEET TALL - AGENCY  
We value what you really make



**I**n 2017 Victoria Teachers Mutual Bank was facing limited opportunities to expand given the vocational and geographic constraints in its name, increasing competition from traditional banks and new entrants, brand confusion with a rival and limited cut through given no clearly differentiated value proposition.

This resulted in declining growth in an industry where scale is important.

The challenge was to reposition the bank to create growth opportunities with new target audiences, while remaining relevant to our current target market and true to its heritage and values.

After extensive research and analysis, the bank rebranded to 'Bank First' – a strong modern name that has appealed to new audiences, while maintaining a strong link to teachers and the organisation's heritage through other elements of the brand.

By targeting like-minded vocations to teachers, the bank has achieved unprecedented growth and is well positioned to continue to grow and compete effectively new entrants into the banking market.

### Judges Comment

Bank First's brand revitalisation campaign was a thorough program of work that delivered an insights driven solution that elevated the bank's new purpose, values and essence.

The courageousness of the company to change its brand name was well delivered through an emotive and clever campaign, led on aspiration which connected well to the audiences.

# WINNER

## MARKET AND CONSUMER RESEARCH INSIGHTS

**BASTION LATITUDE + DEAKIN UNIVERSITY**  
Reversing a 5-year downturn in course demand



Presented by **AMSRO**

**AMSRO**  
ASSOCIATION OF MARKET AND SOCIAL RESEARCH ORGANISATIONS

- 66 per cent increase in enrolments in the suite of Human Nutrition courses during the same period.

**D**eakin University's Faculty of Health had experienced a significant drop in enrolments for their course, the Master of Human Nutrition, over five years from 2014 to 2018. This is one of the largest and most important courses for the university; nutrition is a priority area of research for Deakin. Their Institute for Physical Activity and Nutrition (IPAN) is a world-leading research institute dedicated to improving the health and quality of life of Australians, and this course plays an important role in supporting this positioning.

In response to the five-year enrolment decline, the Marketing Division conducted a deep-dive course review workshop, identifying the need for better understanding of their customers' motivations and barriers for choosing courses. Customer research conducted by Bastion Latitude highlighted three distinct audience groups and as a result more targeted messaging of campaigns was developed for use in the first trimester of 2019. The implementation of the customer insight resulted in substantial improvements to applications and enrolments, including:

- 55 per cent increase in applications for M. Human Nutrition in T1 2019 from T1 2018.

### Judges Comment

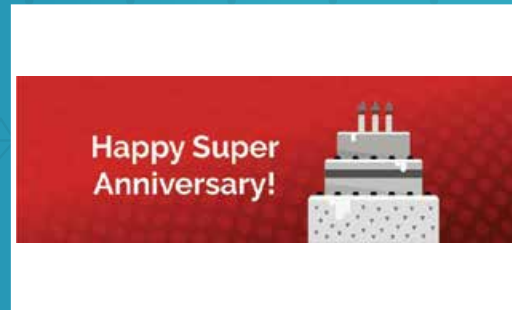
This is an example of how good quality market research can make a real difference by turning around a problem situation. The entry clearly identified the purpose and the need for research to inform decision making. Insights provided by Bastion Latitude gave clear actions to solve the declining enrolment for one of Deakin University's core courses.

A key highlight in this award submission was the level of structure and strategic planning that was applied to research design. Congratulations on a clever solution to a unique problem, and a great uplift in applications and enrolments.

# WINNER

## CUSTOMER RETENTION

**TELSTRASUPER**  
Super Anniversary Campaign



**T**elstraSuper is Australia's largest corporate super fund that looks after the retirement savings of current and former Telstra employees and their families.

Once you're a member of TelstraSuper you can stay a member for life – even after you stop working for the Telstra Group. However, when members change jobs they are usually invited by their new employer to join another super fund.

Super is a delayed gratification product – money is most likely invested for decades before it can be accessed. Members tend to pay little attention to their super provider until they reach retirement age. As a result, loyalty to super funds is generally low and many people switch super funds each time they change jobs. TelstraSuper saw an opportunity to build loyalty by recognising members' tenure with the Fund.

Through a personalised video, members receive a tailored message from the Fund when they hit one, five and 10 years tenure. Known as our Super Anniversary videos, each one has a call to action for the member to get a better retirement outcome. These are selected based on the member's account history.

This highly successful campaign touched over 10,000 members, resulting in the retention of around \$280 million in funds.

### Judges Comment

In the very unsexy area of superannuation the TelstraSuper Super Anniversary campaign was a very engaging campaign and a stand out. This campaign had very clear objectives, employed strong segmentation and contained a clear, simple and most importantly a targeted and personalised message for each customer segment. All of this culminated in exceptional results across all the core objectives and resulted in improvements in secondary objectives as well.

The TelstraSuper Super Anniversary campaign is a very deserving winner of this category.

# WINNER

## CONTENT MARKETING

**FILTERED MEDIA**  
The CMO Show



**T**he CMO Show by Filtered Media is one of the most respected marketing and business podcasts available.

With an annual reach of more than four million across all our digital platforms and nearly 100 episodes, it's a must-listen for business leaders.

The show is hosted by Mark Jones, a media and marketing expert of 20 years who brings a unique ability to map guest insights to current and future industry trends.

Guests and listeners are global thought leaders, marketers and business decision makers.

### Judges Comment

Strong entry with clear outline of a well researched and thought through strategy. Well structured entry with evidence of clear business value. Excellent execution and measurement underpinned success.

# WINNER

## CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING

**NEWS CORP AUSTRALIA + THE HEART FOUNDATION**  
Australia's Worst Serial Killer



Presented by APPA



**T**he Heart Foundation 'Serial Killer' campaign aimed to cut through Australians' dangerous complacency about our most prolific killer, one that strikes 51 times every day, killing 18,500 Australians each year. The campaign called on the Government to invest in the prevention of heart disease and on Australians to take steps to assess their own levels of risk.

A fully-integrated advertising, PR, media and editorial campaign, 'Serial Killer' was targeted at everyday Australians, the Government and key health organisations to take action against Australia's worst killer.

The campaign had a two-fold approach, the first was a bold creative concept, 'Serial Killer,' leveraging Australia's fascination with true crime, which led an advocacy and editorially-led initiative 'Show some ticker' #showsometicker.

Within the first seven days, the Government agreed to fund life-saving Heart Health Checks for Australians at risk of heart disease, something the Heart Foundation

had been advocating for over 10 years to achieve. In addition, the dramatically successful campaign alerted Australians to their risk of heart disease and what they can do about it via the newly launched Heart Age Calculator.

### Judges Comment

This is a fantastic approach to campaign development and execution, identifying cut-through messaging that has had incredible success across each target audience, driving significant positive outcomes for individuals and institutions. Well articulated submission, with clearly demonstrated objectives and results. Well done!



# WINNER

## CUSTOMER EXPERIENCE MANAGEMENT STRATEGY

AVID PROPERTY GROUP + MARTINS BRAND HOUSE

Harmony by AVID Property Group



**AVID**  
Property Group

**F**or the AVID team, 'community' is not a word, it's a commitment.

Making 'community' real, for a project still in its infancy and against the weight of every other developer boasting community through their marketing, required a refreshing new approach led by a total focus on the customer experience.

AVID's commitment and challenge was therefore, not to make a promise, but rather, to deliver a 'true' sense of community through a unique and compelling customer experience journey that created a strong emotional connection.

The approach was centered around delivering an authentic taste of an engaged and inspired community at every touch point in the customer journey.

A commitment to creating experiences and interactions that were meaningful, memorable, moving and motivational provided the program with a strong foundation to break the mould of convention.

The Harmony project has benefited from this greatly and the result is that the residents themselves not only feel part of the community, but also have been eager to contribute as advocates, sharing their personal stories and further enhancing the customer journey for new prospects.

### Judges Comment

The Avid Group clearly articulated the issue and challenges they faced for a property development problem. They were able to articulate a well-defined CX strategy which was demonstrated in the results achieved. Both commercial and social outcomes were achieved leading to an increase in both CX and Customer Satisfaction results. Avid were able to demonstrate additional benefits in brand and sales and were able to maintain their price premium in the market. CX was part of every marketing decision made by the organisation which made their entry stand out in this category.

# WINNER

## DATA DRIVEN MARKETING STRATEGY

BENETAS + NEXT LEVEL ONLINE MARKETING  
Winning via a Data Driven Marketing Strategy



 **benetas**

### Presented by Engine

**ENGINE**

**I**n 2018, Benetas experienced a decline in home care enquiries and client admissions as a result of a number of internal and external challenges. To resolve this, we partnered with Next Level Online Marketing to create a data led strategy. Our goal was to put Benetas in a position to achieve sustainable growth, and learn to succeed in this volatile market.

Our strategy included:

- Developing educational online content for customers at various stages of the home care journey
- Increasing advertising efficiency and effectiveness by using data management platform 'Loteme' to target highly relevant audiences
- Testing, analysing and optimising paid media and creative to improve advertising performance and deliver high quality sales leads.

Digital metrics indicated that our customer's information needs were being met through our online educational content and we had significantly more people clicking on our ads and converting into leads.

Overall, our strategy achieved outcomes above and beyond initial objectives; we helped to lift Benetas out of a downturn in client growth, and created a sustainable pipeline of new customers.

Monthly results grew against benchmarks:

- Website visits up 686 per cent
- Website browsing time up 142 per cent
- Phone and email enquiries up 43 per cent
- Home care package client admissions up 55 per cent

### Judges Comment

A thorough and well thought-through marketing strategy, leading to impressive business results. The judges liked the comprehensive and evidence-based approach that Benetas used in developing a strategic framework which drew upon customer insights and data, including customer journey mapping. It defined its customer value proposition and position in the market. It developed a creative approach, which was then tested with different audience personas before launch. The team's results across multiple metrics were impressive and they are now experiencing client growth.

# WINNER

## INTEGRATED MARKETING COMMUNICATIONS PROGRAM

**PATTIES FOODS LTD**  
Herbert Adams Relaunch 'WE ARE PIE-ONEERS'



**Herbert Adams**  
SINCE 1909

Presented by Marketing Mag

**Marketing**  
www.marketingmag.com.au

**P**atties Foods Ltd® re-launched its 109-year-old premium savoury pie brand, Herbert Adams®. With a rule-breaking TV-led media campaign, 'WE ARE PIE-ONEERS' completely reimagining the Australian meat pie. During the 12-week period on-air which led with the new provenance range of Herbert Adams Gourmet wine infusions pies, success included double-digit brand growth of 42.5 per cent on prior year, driving growth of a category previously in decline.

Herbert Adams was in need of a new, contemporary identity and communications platform that would clearly separate the brand from other brands in the category and resonate with key markets by putting the consumer at the heart of the decision-making process.

The launch was backed by a robust 'always on' campaign that included a media launch event and TV, digital outdoor, static outdoor, social media, print, online and in-store advertising.

In less than eight months from ideation to in-store, Herbert Adams successfully achieved the core consumer and business objectives for Herbert Adams – to premiumise the category whilst creating greater consumer centricity.

These efforts resulted in high brand recognition and strong positive associations among the target audience. Through the media campaign, Herbert Adams was positioned as a thought leader to consumers tuning into lifestyle and business media.

### Judges Comment

What an amazing job in terms of the creative approach, messaging, new packaging and overall strategy to solve an issue faced by many brands in today's extremely competitive space. This is a great example of a successful integrated campaign.

# WINNER

## PRODUCT OR SERVICE REVITALISATION

**DESTINATION GROUP OF COMPANIES + PROFESSOR FRANCIS FARRELLY, SCHOOL OF MARKETING, RMIT UNIVERSITY**  
Destination - Incentive and Business Insights



**(DESTINATION)**

**D**estination is Australia's largest privately owned corporate incentive and event management group. A core part of its business revolves around the Australian automotive industry, and for many years Destination has provided reward programs to this sector.

The automobile industry is undergoing a period of extreme disruption, affecting customers in a number of ways: they are needing to reassess strategy, reposition themselves in a changing market, and invest in staff and their business strategically. At the same time, changes to tax laws have impacted demand for pure reward programs.

In response, Destination has revitalised its product offering with the evolution of the Incentive and Business Insights Program (IBIP). Incorporating an immersive/experiential learning component the handcrafted study program ensures employees are both rewarded, inspired and motivated during a period of significant change; helping customers build the requisite capabilities and readiness to position themselves for the future.

The IBIP has been developed following extensive customer consultation and external research, enjoying a surge in demand from existing and potential clients. In what might have been difficult market conditions, Destination has adopted a forward-thinking approach to its offering which has positioned it to achieve a 1400 per cent return on investment in FY19.

### Judges Comment

By taking a fresh approach to the traditional model of a reward program, this campaign was able to transition and position the brand to take advantage of the changing market and establish themselves for future growth.



# WINNER

## NOT FOR PROFIT MARKETING

MELBOURNE CITY MISSION  
Sleep at the 'G 2018



Presented by Association Insurance Australia

ASSOCIATIONINSURANCE  
AUSTRALIA.COM.AU

Melbourne City Mission (MCM) data shows there are between 50 - 75 young people with complex needs who are experiencing homelessness in the City of Melbourne at any one time. Over time, these young people form attachments with older rough-sleepers and disengage from their community, becoming entrenched into homelessness. MCM needed to raise \$800,000 from the 2018 Sleep at the 'G to cover the gap in funding to build a world-first response to youth homelessness in the city.

Targets of doubling the number of attendees and raising over \$800,000 dollars on a tight not for profit budget meant maximising spend wherever possible to encourage more sign ups, while providing participants with the fundraising tools to boost donations.

Clever pricing strategies, targeted social media campaigns, influencer marketing and acquisition list emails provided strong returns on investment, with the event attracting 1500+ participants, smashing its initial and stretch fundraising targets to top \$1million worth of donations.

All advertising metrics outperformed previous years; website visits increased seven-fold, over 2.5 million impressions were made through digital platforms, an acquisition list to Melbourne's biggest businesses saw a return on investment of \$70,000 and influencer marketing resulted in \$20,000+ of donations. Thanks to this event, the crisis accommodation centre opened May 2019.

### Judges Comment

The Sleep at the 'G campaign is a terrific example of multi-channel marketing being used to achieve a significant fundraising goal. The identification of the key target audiences by referencing 2017 insights led to a strong understanding of the customer experience and journey and clearly contributed to the campaigns outstanding results. This award entry demonstrated how the team leveraged their digital assets, corporate relationships, connection to past participants and media to build a compelling case for people and organisations to participate in Sleep at the 'G.

The campaigns phenomenal results and return on investment speak volumes about the success of this campaign and reflect the high standard of material used.

# WINNER

## PUBLIC SECTOR MARKETING

CLEMENGER BRISBANE + QUEENSLAND  
GOVERNMENT  
Promise to Pause: Remembrance Day 2018



CLEMENGER BBDO

Remembrance Day 2018 held extra significance - marking the centenary of the Armistice that ended the First World War. But getting Queenslanders to pause for a minute also came with an extra challenge. The day fell on a Sunday, when most people would be busy spending time with friends and family. On top of this, Queenslanders were showing signs of commemorative fatigue, typically had low participation in Remembrance Day, and intention to observe the one minute of silence was declining.

The idea, Promise to Pause, brought modern meaning to something most Queenslanders don't remember - connecting the sacrifice made over 100 years ago, with the ideals we enjoy today. It incorporated best practice behavioural change and brand theory to overcome Digital Amnesia.

In asking people to make small commitments towards remembrance, and by giving them digital reminders to observe the one minute of silence, the campaign had the best result in five years of tracking.

\*\*We changed the behaviour of Queenslanders.

- Highest ever observance of the minutes silence for Remembrance Day
- 20 per cent increase in observance on the two years prior
- Reversed a declining trend of participation
- 3.1 million Queenslanders paused for one minute of silence, including 75 per cent of all Queensland children\*\*

### Judges Comment

This campaign respectfully and effectively brought together an occasion steeped in history with the digitally savvy market and audiences of today. In doing so, the team has re-established a notable event on the calendar among Queenslanders. With a simple but effective mechanic, creative that cleverly demonstrates the passing of time while retaining relevance and strong results, this is a campaign of which Queensland can be proud. In the future, it would be great to see the concept extended nationwide through the right support from government and agencies.



# WINNER

## SOCIAL CHANGE MARKETING

NEWS CORP AUSTRALIA + THE HEART FOUNDATION

Australia's Worst Serial Killer



News Corp Australia

The Heart Foundation 'Serial Killer' campaign aimed to cut through Australians' dangerous complacency about our most prolific killer, one that strikes 51 times every day, killing 18,500 Australians each year. The campaign called on the Government to invest in the prevention of heart disease and on Australians to take steps to assess their own levels of risk.

A fully-integrated advertising, PR, media and editorial campaign, 'Serial Killer' was targeted at everyday Australians, the Government and key health organisations to take action against Australia's worst killer.

The campaign had a two-fold approach, the first was a bold creative concept, 'Serial Killer,' leveraging Australia's fascination with true crime, which led an advocacy and editorially led initiative 'Show some ticker' #showsometicker.

Within the first seven days, the Government agreed to fund life-saving Heart Health Checks for Australians at risk of heart disease, something the Heart Foundation had been advocating for over 10 years to achieve. In addition, the dramatically successful campaign alerted Australians to their risk of heart disease and what they can do about it via the newly launched Heart Age Calculator.

### Judges Comment

There are two really smart wins a campaign can have. One - that it's so good you don't even know it's a campaign, and two, it's so strong it leaves you shocked.

The Heart Foundation's 'Australia's Worst Serial Killer' campaign shocked us in the same way the Grim Reaper scared us in the late 80s, and how 'Bloody idiot' will always be synonymous with TAC's 'Drink, Drive' ads of the same era.

Forcing people to change their own attitudes and behaviours required a brave campaign and the execution and wide reach of 'Serial Killer' delivered. This is one of the most impactful social change campaigns Australia has produced in decades and a testament to the team behind it. This will be a campaign we look back on as an example of how a fierce objective and smart marketing can align to achieve excellence.

# WINNER

## SMALL BUDGET MARKETING

T&G GLOBAL LIMITED + LACHLAN MCPHERSON AND FRIENDS + SEED ADVERTISING

Orchard Rd to Gold!



The Gold Kiwifruit season lasts for just a few weeks of the year. We needed to create rapid awareness, desire and demand for the new Orchard Rd Gold Kiwis brand with a fraction of the competitor's spend.

Insights garnered from previous seasons and research and media consumption data informed the decision to choose a precision-targeted multi-media approach.

Social media, Selective TV, Integrated Magazine and real-time digital mobile marketing techniques were deployed right through the path to purchase.

Creative executions connected Orchard Rd to the real food movement and presented Orchard Rd as the gold standard.

A promotion gave buyers of Orchard Rd Gold Kiwis the opportunity to win real gold and a Kiwi family holiday.

Early sales of Orchard Rd Gold Kiwis led to ranging by one of the big grocery chains. As a result of rapidly increasing weekly sales figures, ranging was then expanded to multiple stores across three states. By season's end, total sales compared to the prior year were up 77 per cent.

### Judges Comment

Congratulations on a clearly articulated submission and a fantastic campaign result. The judges were impressed with the approach taken to address the challenges of a short time in market due to the limited kiwi season. It was a truly integrated marketing strategy, executed using modern marketing techniques such as influencers to get the word out and drive sales quickly. This campaign is evidence that with a clear message, narrow target and specific channels, up against some big national players, marketing can be effective even with a small budget.

# WINNER

## SOCIAL MEDIA MARKETING

**PAYPAL + EDELMAN**  
PayPal Influencer Programme



Presented by Attention Experts



A large section of PayPal's user base was drifting off, counting every cent. The very audiences that embrace digital life are being offered more ways to transact online from PayPal's competitors. PayPal's role was under threat.

We had to reinvent Australia's perception of PayPal, create a real connection with a new generation of digital natives by reaching them in an authentic manner and telling the PayPal narrative in a way we couldn't do ourselves.

So, we decided to enter the fray, tapping into the micro-influencer community to drive an always-on drumbeat and presence, while also spearheading hero macro influencer campaigns throughout the year, speaking and engaging with our target audiences in unique and different ways than ever before. Previously, influencer engagement had been leveraged on an ad-hoc basis, whereas this program would see us build lasting relationships with key profiles, increase brand exposure and drive consumer engagement, helping us breathe some life back into the financial sector while maintaining relevancy.

### Judges Comment

Paypal Influencer Programme achieved marketing excellence by leveraging social media channels to create an ecosystem of influence using celebrity partnerships.

These partnerships resulted in a real connection with a new generation of digital native Influencers who responded to engaging and unique content deployed for them to share with their social networks. And they did. Smashing all key objectives, Influencers provided a compelling omni-channel narrative in a way the winner could not have done for itself in a hyper competitive sector looking to re-establish trust with its cynical customer base..

# WINNER

## SPONSORSHIP EFFECTIVENESS

**DEXUS**  
Team up with Dexs



dexus

Presented by PowerfulPoints



Dexus, Australia's leading real estate company, has been a partner of the Sydney Swans since 2017. Whilst the sponsorship already provided Dexus with positive association with a successful and high performing brand and team, there was untapped opportunity to unlock the potential of the partnership. In addition to further increasing brand awareness with a new audience, Dexus also extended reach beyond the field to leaders of growing small to medium business, providing a platform for the Dexus leasing and executive team to proactively and personally engage new potential customers.

Aligning to the opportunity to develop a customer engagement platform and leverage the reach of the Swans owned channels, a revised agreement was proposed mid-contract to the Swans sponsorship team. The 2018 AFL season commenced directly after Dexus's integrated brand campaign which targeted this new audience, and this new approach extended the opportunity to grow brand awareness and increase direct engagement.

The results of the 2018 sponsorship clearly demonstrated the benefit of incorporating the sponsorship as a tool to deliver on the broader marketing strategy.

### Judges Comment

This entry was a good example of a B2B sponsorship which had clearly identified the challenge to be resolved, stated its goals and objectives, and demonstrated how an organisation can leverage its benefits and reach by sponsorship. The results of the video viewings were excellent, and the number of clients hosted and satisfaction levels easily achieved the original objectives.

An ongoing relationship between Dexus and the Sydney Swans was established, which is always a good outcome in an effective sponsorship.



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**Kate Smith**

Head of Marketing  
Ipswich City Council

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