

Recognising Marketing
Excellence since 1982



2020

**AWARDS FOR
MARKETING EXCELLENCE**



OUR SPONSORS



Slidesho.
The presentation agency
— Est. 2008 —

**Bring your
presentations
to life.**

Slidesho.

The presentation agency
— Est. 2008 —



Contact us today to find out more

www.slidesho.com.au | info@slidesho.com.au | (02) 8007 7520

FOREWORD



“Excellence defines your will to triumph and desire to prosper. Marketing Excellence is the boundless capacity to expand the eminence of what we do as professional marketers. At AMI, we promote Marketing Excellence as the principal attitude!”

**Narendra Prasad, General Manager
& Company Secretary**

“What a year it’s been! Many of us have been challenged both professionally as marketers as well as personally. We all needed at some stage to feel more connected to our professional community, reenergised and inspired. It’s not surprising therefore that during this tumultuous year, the AMI Awards for Marketing Excellence have proven to be even more popular for our marketing community. The awards not only celebrate the important and impactful work we do as marketing professionals, it’s also an opportunity to be connected, reenergised and inspired. Many thanks to all of you who took the time to submit your entries, to our amazing award judges cross the country, and to the AMI team for making all this possible.”

Lynda Cavallera, AMI Chairperson

CONTENTS

About the Australian Marketing Institute	2
About the AMI Awards for Marketing Excellence	3
Judging Panel	3
Special Categories	4
Campaign Categories	12



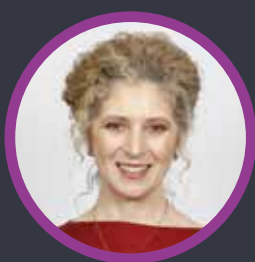
ABOUT THE AUSTRALIAN MARKETING INSTITUTE

The Australian Marketing Institute is the requisite organisation for professional marketers and authoritative voice of marketing in Australia. The AMI's core purpose is to support progress in the careers of our members and advance the marketing profession.

In order to achieve this, the AMI:

- 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



Lynda Cavallera
FAMI CPM
Chairperson



Andrew Thornton
FAMI CPM
Deputy Chairperson



Narendra Prasad
AMAMI
General Manager &
Company Secretary



Nick Kariotoglou
FAMI CPM
Director



Mona Lolas
AMAMI CPM
Director



Nicholas Ridis
FAMI CPM
Director



John Clay
FAMI CPM
Director



Paul Nicolaou
FAMI CPM
Director



John Kim
AMAMI CPM
Director

ABOUT THE AMI AWARDS FOR MARKETING EXCELLENCE

For 39 years, the AMI Awards for Marketing Excellence have celebrated individuals and organisations who have achieved extraordinary success from innovative and effective marketing practices.

Honouring campaigns and individuals from a diverse range of companies and individual marketers' career stages, the AMI Awards for Marketing Excellence have grown over the years to reflect the growing appreciation of the critical role of marketing as the vital source of value creation for a business.

Congratulations to all the finalists and winners for 2020!

JUDGING PANEL

Over 100 independent judges assessed the merits of submissions across 18 campaign categories and 8 special categories. The judges considered the different B2B and B2C metrics and success factors as well as the linkage between strategy, execution and outcomes achieved.

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

Adam Posner
Agota Berces
Alexei Domorev
Andrew Baxter
Andrew Thornton
Ann Combe
Anna Kertesz
Anne Miles
Anthony D'Anna
Astrid Fackelmann
Barry Salter
Bernard Kassab
Bob Croft
Brian Goldberg
Brian Samuel
Cate Carpenter
Chloe Zhang
Chrissie Maus
Deborah levers
Dennis Freeman
Doris Dunon
Doris Gambiraza
Elra Gerritsen
Emiliano Giovannoni
Erin Kilpatrick
Esh Ediriweera
Fiacre Baker

Fiona Berry
Georgie O'Connor
Gianna Ferrara
Graham Willcock
Greg Abbey
Helen Piscioneri
Holly Hooper
Jacqui Daley
Jade Maletsky
James Barrow
Jane Hillsdon
Janine Crawford
Jay Wheeler
Jenny Brown
Joe Wojcik
John Cavani
John Edwards
John Holland
John Price
John Clay
John Kim
Johnny Smoes
Julia Casey
Julie Toma
June Buchanan
Justina Gardiner
Karen Bickle

Karin Forster
Karyn Dale
Kierra Maciver
Kimberley Lim
Kristie Atkins
Kwok Ying Rowland LI
Ky Wilson
Leora Givoni
Lisa Stark
Lynda Cavallera
Margaret Faulkner
Mari Kauppinen
Mariette Snyman
Marissa Candy
Mark da Silva
Marlena Mende
Martin Aungle
Matthew McDonell
Megan Tummon
Mia Morrison
Michael Laps
Michelle Fragar
Mona Lolos
Natalie Hocking
Nicholas Ridis
Nick Kariotoglou
Nicola Reynolds

Nina Christian
Pamela Meagher
Pamela O'Connor
Paul Blanket
Paul Everson
Rachel Bevans
Rajeev Kamineni
Rita Harding
Roxanne Grey
Samantha Clark
Sarah Dunning
Shane McKernan
Shelley Folkard
Shileen Costain
Stacy Farrell
Stephanie Meek
Steve Fontanot
Summy Chung
Sylvia Mare
Tamlyn van Zyst
Tracy Steffensen
Wai Ying Chan
Wendy Gleeson
Yusuf Pingar
Zora Artis



WINNER MARKETING CAMPAIGN OF THE YEAR

Tourism Northern Territory

Changing the perception of the Top End

Research reported awareness and visitation for the ‘Top End’ had significantly declined and that even those who were aware of the holiday destination had inaccurate, dated and often negative perceptions.

With such amazing content to work with, including stunning landscapes, ancient indigenous history as well as modern comforts and the cosmopolitan nature of the Territory’s capital, Darwin. A complex and wonderful story of old and new waited to be told.

To reverse these negative perceptions and decline in visitation, Tourism Northern Territory had to think differently, buying TV ads wouldn’t work and we couldn’t change perceptions with a super bowl ad. We needed more, we needed era defining content, and an entire feature film and web series integrated into a marketing campaign.

After five years in development, Top End Wedding had its global Premiere at the Sundance Film Festival and was released in almost three hundred cinemas across Australia. It was the number two Australian film for 2019 and well inside the top 100 Australian films of all time.

More importantly, for the period the campaign was in market the ‘Top End’ alone saw a 6.5% rise in total visitation with holiday visitation continuing to increase by 17% by December 2019.

“ JUDGES COMMENT:

The content [was] always there. But even with market and audience research clearly defining the issues year after year, it takes an astute understanding of the stakeholders, a great pitch, the right people managing the project and an unwavering focus on the end game to put in place this exemplary marketing programme. Bold and ambitious, the pay-off is substantial and memorable – probably for years to come. Great work.





WINNER

SIR CHARLES MCGRATH

Marnie Baker

Marnie Baker has been with the Bendigo and Adelaide Group for over 30 years, an Executive since 2000 and became the first female Managing Director in mid-2018.

As the leader of Australia's fifth largest retail bank, her focus is on empowering her employees and nurturing their development to the benefit of everyone engaged with the Bank. As the former Chief Customer Officer and now as its Managing Director, she has applied integrity and honesty through the process of the development of strategy which has delivered significant commercial and reputational value for Bendigo and Adelaide Bank.

Marnie's ultimate goal is for Bendigo and Adelaide Bank to be Australia's bank of choice despite an environment hugely challenged by disruption, low consumer trust in business, ever changing consumer preferences and more demanding consumer expectations.

This presents a huge and exciting opportunity for her, but she strongly believes that her over 30 years' experience in the industry, her resilience and ability to evolve with disruption and not become disrupted, her leadership style, personal values, the strength, purpose and vision of the Bank and its unique position, sets them up for success.





WINNER

CHIEF MARKETING OFFICER OF THE YEAR

Tony Quarmby

Tony Quarmby is the Executive General Manager of Marketing for the Northern Territory's tourism agency, Tourism Northern Territory.

Responsible for creating demand for one of the Territory's largest economic drivers, the tourism sector. He achieves global demand through the creation of marketing strategies that cover destination brand development, travel retail, product distribution and media partnerships as well driving awareness, consideration and sales activities for over 1600 tourism operators.

Before settling in Australia Tony worked across the globe in the travel sector, TV industry and with emerging technology businesses to help them find investment and partnerships internationally.

His Australian tourism roles have now seen him represent The Northern Territory, Tasmania, Queensland and the Sunshine Coast.

Modern marketers are required to be creatives, accountants, negotiators, media planners, team leaders and digital wizards and the results prove Tony has been able to conquer all these attributes.

“ JUDGES COMMENT:

The Judges had the challenge of awarding CMO of the year from a field of high calibre nominees.

Tony and his team, have delivered outstanding results having taken on his role in challenging times. The integrated approach developed and implemented (and, importantly, which embraced key stakeholders) resulted in turning around the fortunes of tourism in the NT in a relatively short period of time.

Tony brought a track record of success in previous marketing positions to his current role. He embodies the hallmarks of a modern and effective CMO and is an integral and respected member of the Tourism Northern Territory Executive team.

The Judges congratulate Tony on being the 2020 AMI CMO of the Year.





WINNER

CERTIFIED PRACTISING MARKETER OF THE YEAR

Michelle Fragar

Michelle Fragar is a world-class marketer, with 21-years of experience spanning from running global marketing departments for billion-dollar multi-nationals, to helping start-ups achieve their lifelong dreams.

Michelle has held positions in the C-Suite for a substantial period of her career, she now brings extensive knowledge to clients in her branding and marketing strategy agency, BRANDiT, based on the Gold Coast and is a member of the global CMO Council.

Starting her career in Sydney she worked up to an AUS/NZ Marketing Manager role of Fortune 100 company, BOSCH. She then spent almost a decade in the C-Suite role at the innovative mining technology company, Bradken. Working on the company's aggressive globalisation strategies and post-acquisition assimilation programs. This role led to Michelle's passion of strategy, branding and the development of CX that enhance internal culture.

Committed to the progression of the profession, Michelle is the current AMI QLD Chair. Originally joining to help promote and expand the understanding of the CPM accreditation she remains committed to making the CPM an industry standard.

“ JUDGES COMMENT:

Once again, there was an outstanding field of nominees for the CPM of the Year.

Michelle is a highly experienced marketer having worked extensively at senior executive level, and across multiple sectors.

Importantly, Michelle is committed to actively progressing the marketing profession and is a strong advocate of the CPM accreditation and what it stands for.





WINNER FUTURE LEADER OF THE YEAR

Samantha Franklin

A passion for motivating others began early for Samantha. Her energy and drive catapulted her career towards her current role, managing Australia's number one skincare brand, as well as securing accolades such as Marketing Employee of the Year along the way.

Energised by teamwork, Sam competed at an elite level in Basketball from a young age. Sport, coupled with academic achievements were recognized with a General Excellence Scholarship at Wesley College, and later, a place at Monash University. During completion of a double degree of Business (Marketing)/ Arts (Public Relations), Sam was awarded the Dean's Award for Academic Excellence. Her leadership skills were also acknowledged through a peer-selected role as Captain for the Monash Women's AFL team, as well as a Blues Award for her contribution to the university.

Within her first two years in Marketing, Sam was promoted to Brand Manager and awarded the Marketing Employee of the Year award at the Heat Group, before stepping into her first global business managing John Frieda Haircare.

Today, Sam manages skincare brand QV and works with a team of over a hundred people to help improve the lives of millions of Australians through the science of healthy skin.

“ JUDGES COMMENT:

Samantha has demonstrated ability to lead boldly. Her leadership success is driven through building trust with others, taking the time to understand the people and the business. Going the extra mile to coach her team, and support her peers, Samantha has exceptional talent in both marketing and the ability to lead people to succeed.





WINNER

EMERGING MARKETER OF THE YEAR

Alexandra Tyler

Alexandra Tyler is the National Marketing Executive at Investa Property Group.

She is responsible for the development, planning and implementation of marketing activities for office assets nationally, with a focus on leasing and digital marketing initiatives that generate leasing enquiry and assist in attracting and retaining tenants via web, email, social media, print mediums and online advertising.

Alexandra is also responsible for assisting the marketing team on corporate and internal marketing and communication activities. She is actively involved in implementing the organisations 'Active in the Community' program including Abseil for Youth.

Prior to her commencement in the Property sector she worked as a Media Buyer for one of the world's largest beauty brands.

Alexandra obtained a Bachelor of Communications and Media Studies with majors in Marketing and Advertising.

“ JUDGES COMMENT:

Alexandra shows a huge passion for marketing and the marketing industry. She communicates with a level of maturity and authenticity that is well beyond her years. She set clear goals for her time in the Emerging Marketers Mentoring Program and has used the learnings to grow her capability, extend her network, build upon her confidence, resilience and career opportunities. While Alex works in a sector that has been heavily impacted by the coronavirus pandemic, she has focused on new business opportunities, emerging technologies and demonstrated the bravery to ask for a promotion which she has successfully achieved. Alex recognises the trust brands and businesses need to build in order to be successful in the long term and the value of an emotive connection with target audiences. While carving out a strong future in marketing, in winning this award she will also be an outstanding ambassador for the Emerging Marketers Mentoring Program going forward, and the next generation of young professionals. Congratulations Alexandra!





WINNER MARKETING TEAM OF THE YEAR

Dexus

As a purpose-driven business, Dexus's mission to 'create spaces where people thrive' affects the way we work internally as much as it shapes our customers' experiences.

We're an achievement-oriented team in every sense, from the record-breaking ROI we've achieved for the business to the personal and professional development of the team.

Leading with compassion, bravery and category-disrupting creativity, we combine decades of property expertise with a diverse palette of multi-industry experience to deliver back-to-back results that outperform every expectation. In putting a premium on trust, respect and openness, we've found that the key to commercial success lies within the development of personal connections. We care deeply about each other, and the potential of our work to generate meaningful change for Dexus and the communities within which we operate.

Our agency partner Simon Lee, ECD of The Hallway summed up the essence of the team succinctly: "Even the most adventurous ideas can be tabled without fear, in a spirit of collaborative mutual respect. There's a genuine ambition to push the category boundaries and a 'can-do' spirit that is all too rare in an age of marketing conservatism."

“ JUDGES COMMENT:

Dexus Marketing is a worthy winner of the AMI Marketing Team of the Year, displaying a combination of team culture, diversity, cohesion and value adding across the business. It was clear from the entry that the team enjoy working with each other, that there is genuine connection and care for the welfare of team members. This resulted in the whole being greater than the individual parts – a true testament to team work. The marketing campaign results speak of a tight, professional, vibrant team who are focused on business outcomes, while ensuring humanity and care for individual efforts. The combination of a team psychometric profile and strong employee survey results provided evidenced-based weight to the entry. Well done team Dexus!

dexus



JOINT WINNER – MARKETING AGENCY OF THE YEAR



Bonfire

Bonfire is one of Perth's most experienced, accomplished and data-driven performance marketing agencies.

As the proud winner of the 2019 Digital Agency of the Year award, the agency has gone from strength to strength. Established in 1996, the agency has built an enviable reputation for delivering business growth through fine-tuned and data-driven digital marketing solutions. Bonfire offer a range of specialty solutions to help clients achieve their digital marketing objectives.

2019 was a landmark year for Bonfire. The agency cemented their position as one of Australia's finest digital marketing agencies with an astounding 110 new clients including Holiday Inn Perth City Centre, Chamber of Commerce & Industry WA, St John WA, Bayswater Car Rental, Destination Perth, Furniture Bazaar, Kailis Pearls and The Chamber of Minerals and Energy.

These additions bolstered an already impressive client portfolio featuring renowned brands such as The Betts Group, Triumph Motorcycles, Synergy, Water Corporation, InterContinental Perth City Centre and REIWA.



JUDGES COMMENT:

Bonfire is an agency that continues to evolve around the needs of its clients and prospective clients. The last 12 months has seen an enviable new business record, a continued strength in key strategic partnerships, some engaging people and culture initiatives, a raft of industry awards, some strong work, and double digit topline growth.

JOINT WINNER – MARKETING AGENCY OF THE YEAR



Paper + Spark

Paper + Spark is an independent strategic communications and marketing agency, founded on the desire to apply principles of strategic storytelling to solve business problems today's complex always-on world.

We also look to break the traditional agency mould, creating a supportive culture of shared abundance and excellence, where work is not prioritised over family.

Our team of 12 consultants are small in number but big in experience and spirit. Bringing together senior consultants united by their traits of smarts, savvy, kindness and a strict 'no egos' ethos, we have deep expertise across the entire customer digital marketing eco-system.

We specialise in digital marketing strategy and implementation, encompassing branded journalism, social strategy, creative and media. Always looking to bring new opportunities to our clients, we are one of a handful of Australian agencies pioneering the Voice Experience, and helping brands develop voice skills.

With a presence in Perth, Byron Bay, Sydney and soon to be Melbourne, we are not bound by a traditional office environment or working structure and we're driven by a very simple collective goal – to deliver our best creative and strategic work in the always-on and rapidly changing world, and have fun while we do it.



JUDGES COMMENT:

Paper + Spark are clearly a marketing agency on the rise, supported by strong client feedback, and high employee engagement off the back of some terrific people and culture initiatives.

WINNER – ACQUISITION MARKETING



RACQ Bank

You before profits

How does a motoring organisation become Queensland's fastest growing bank?

RACQ Bank certainly couldn't offer the high-end tech solutions or fancy apps, nor did we have a hefty campaign spend but we did have something very special at our core, our key differentiator: we are a customer-owned bank, and we exist to serve our members. Not beholden to shareholders and their relentless pursuit of profit at all costs means that we can truly put our members and their financial wellbeing first, and we do, every time.

JUDGES COMMENT:

RACQ 'You Before Profits' is an outstanding entry and a very worthy winner of the Acquisition Marketing Award for 2020.

The submission clearly articulated the issue to be addressed based on sound customer insights. The team applied sound strategic thinking which delivered a clear campaign direction, messaging and tactical execution, resulting in outstanding results.



WINNER – BRAND REVITALISATION



Charles Sturt University, Houston

Create a World Worth Living In

What do you have when two-thirds of customers in your conversion funnel aren't sure about you? A brand equity problem. Charles Sturt faced this issue in 2018. Research and analysis prompted the organisation to act if they wanted to connect with opportunity prospects and become a university of first choice. In early 2019 Charles Sturt embarked on a transformational brand project to define a compelling brand story, unique value proposition and increase awareness, consideration and preference. We've achieved this ambition and discovered that our brand 'why' – to create a world worth living in – is a shared aspiration for prospects, students, staff, partners and our communities. Our unique brand personality sets us apart from other universities. By bringing our character to life through our brand – the way we look, feel and communicate – everything we do is recognisably Charles Sturt University. This transformation has enabled the brand to meet its equity issue head-on and our brand framework has become the lens for our strategic investment, development focus (including courses), communication platforms and delivery of the university experience through every touchpoint. Since implementation in May 2019 the university has already seen an uplift in brand scores, preference and student enrolments.



JUDGES COMMENT:

This revitalisation... resulted in a fully integrated approach that impacted all areas of the brand and included full internal and external engagement. The results speak for the success of the revitalisation, seeing an increase in commencing students as well exceeded the stated metrics for the project. To see the brand now used as the lens for strategic investment, product development, communications and customer experience demonstrates the internal engagement linked to external projection of the brand. A well deserving winner.

WINNER – CONTENT MARKETING



Sponsored by:



Tourism Northern Territory

Changing the perception of the Top End

Research reported awareness and visitation for the 'Top End' had significantly declined and that even those who were aware of the holiday destination had inaccurate, dated and often negative perceptions. With such amazing content to work with, including stunning landscapes, ancient indigenous history as well as modern comforts and the cosmopolitan nature of the Territory's capital, Darwin. A complex and wonderful story of old and new waited to be told.

To reverse these negative perceptions and decline in visitation, Tourism Northern Territory had to think differently, buying TV ads wouldn't work and we couldn't change perceptions with a super bowl ad. We needed more, we needed era defining content, and an entire feature film and web series integrated into a marketing campaign.

Top End Wedding had its global Premiere at the Sundance Film Festival and was released in almost three hundred cinemas across Australia. It was the number two Australian film for 2019 and well inside the top 100 Australian films of all time.

More importantly, for the period the campaign was in market the 'Top End' alone saw a 6.5% rise in total visitation with holiday visitation continuing to increase by 17% by December 2019.



JUDGES COMMENT:

This was an outstanding content idea that was executed exceptionally well, delivered on its objectives and impressed the judges. The campaign demonstrated how content marketing can be used creatively and at scale, and the implementation was impressive. With so many layers of content and integrations including many outside of the traditional digital marketing – the benefits were manifold and it was an example of content marketing at its finest.

WINNER – CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING



Queensland Rail, Clemenger Brisbane

Queensland Rail: High Voltage Can Jump

This was a brief with many challenges – we had a budget of \$30,000 for a social campaign, plus owned assets. As a government organisation, Queensland Rail wanted to engage an anti-authoritarian group of railway trespassers.

In order to influence behaviour, we had to educate young, unengaged, risk-taking males on high voltage, and explain how it can arc. Our research showed they didn't care about their own wellbeing.

But they did care about their social status. So we started there.

We discovered our audience identified as 'eshays' a subculture defined by the brands they wear and the trouble they get up to. The idea was to show the effect that 25,000 volts has when it earths through your sneakers. To show how high voltage can jump.

So we destroyed the thing they cared about more than themselves. Their rare and highly-sought after Nike TNS. We blew them up, got their attention, and got the eshays sharing their own experiences.



JUDGES COMMENT:

One of the hardest things to achieve in marketing is to be able to change behaviour, particularly if your target market is the unruly youth! We felt this campaign meticulously applied the fundamental principles of marketing to get to the bottom of the problem at hand and then come up with a very creative solution. The submission was strong and coherent and very clearly demonstrated excellent use of insights and a solid understanding of the campaign audience, the issue and how to motivate them to change their behaviour. It was also great to see this campaign get the results it deserves. Outstanding work!

WINNER – CUSTOMER EXPERIENCE MANAGEMENT STRATEGY



Paper + Spark, Financial Planning Association of Australia

Money & Life Customer Experience Transformation

The Financial Planning Association (FPA) is the leading professional body for financial planners in Australia, with a professional member base of over 14,500. Faced with a shrinking market and cynicism post Royal Commission, it was critical the FPA improve consumer perception, build trust and drive member growth while maintaining their competitive advantage as the number one member association for financial planners in Australia.

Paper + Spark, as digital transformation partner, publisher and content agency for Money & Life (the consumer and member digital platform including member print magazine, e-newsletter, and App) embarked on a large-scale customer experience project to improve all digital customer touchpoints for both consumers and members, improve brand affinity and increase word-of-mouth marketing.

The end result is an integrated customer first effort to engaged consumers with better understanding how to manage their money and that member base feels they are being catered to and heard by their association.

MONEY & LIFE

BY THE FINANCIAL PLANNING ASSOCIATION of AUSTRALIA

JUDGES COMMENT:

Chosen as the winning entry by the judges because it clearly set out the objectives of how they were going to improve the Customer Experience for both end clients and their membership base of financial planners.

Their focus was on mapping the current client experience and looking at ways to improve and inform the different users of the information they provide as an association. By utilising various digital and offline solutions, they were able to improve the overall CX across their client and user groups. They created client personas and looked at their current marketing and service strategies to engage them and through research and data analysis, were able to improve the overall experience. Their approach was structured and based on CX principles. They delivered commercial success through the customer experience journey.

WINNER – EVENT OR BRAND EXPERIENCE



Riverview Projects (ACT), Coordinate

GX Ginninderry Experience – Display Village Launch

When Ginninderry, proposed to be the first ACT/NSW border region, set the challenge to deliver a display village with a difference, the marketing team identified an opportunity to develop a differentiated product and recognised an opportunity to position the village as an experiential marketing destination – inspire, educate and sell. The outcome was GX – The Ginninderry Experience.

GX has gone on to become a display village like no other. Ginninderry's positioning had been established as 'Inspiring a new way of living' and GX is the place you go to be inspired, with a range of sustainability initiatives, and access to a local arts trail. Turf and environmental control displays are also on show, as well as the 'Mini-G' tiny house, 18 cutting-edge display homes and engaging events.

In an Australian first for a display village, the team also digitised and enhanced the experience by developing the GX App. The App allows visitors to plan their visit, find out more about a home, sustainability features, a product or artist and build their own favourites list – all within the palm of your hand. In addition, the App harvests powerful data to drive ongoing marketing.



JUDGES COMMENT:

Ginninderry set themselves the challenge to deliver a display village with a difference. Mission accomplished! GX – The Ginninderry Experience delivered an innovative and truly integrated campaign.

With data and audience segmentation at its core, the Brand Experience creatively brought to life the benefits of their location and product. Their clever overlay of digital and technology, lifted this even further.

Ginninderry is a deserving winner of this category – they have elevated the benchmarks for their industry. No doubt their competitors will look to this as a 'cheat sheet' for their future launches – which would be a great compliment to them! Congratulations to the Team.

WINNER – INSIGHT DRIVEN MARKETING



JWS Research, Minerals Council of Australia

There's more to Australian mining

Despite the mineral industry's role as one of Australia's leading innovators, research showed that the Australian public held outdated and increasingly negative views of the minerals sector. The Minerals Council of Australia (MCA) represents Australia's world-class exploration, mining and minerals processing industry. The MCA recognised the need for a public positioning campaign to build brand equity and drive increased favourability and support for the industry.

JWS Research conducted a multi-phased research program to support the development of this campaign. Early stages of research identified that there was very limited public awareness of mining sector contributions beyond the obvious business of big trucks and big digs. Research and analysis produced insight into the most persuasive messaging to improve public opinion of the minerals sector: showcase the positive work the mining industry already does to rehabilitate farmland and the environment.

The first phase of the 'There's more to Australian mining' campaign launched in February 2019 focused on the extensive work by Australian mining companies to restore land after mining so the land can be used for other purposes, including farming.



Within months of the campaign's launch, research showed considerable and significant improvement in favourability and support for the minerals industry in Australia.

JUDGES COMMENT:

Congratulations on a well-researched and extremely considered campaign, achieving results well beyond the initial objectives. The judges appreciated the challenge for what is a low interest, highly contested category and the submission (and the overarching campaign) demonstrated what marketing is at its core, changing opinion through research-backed, positively-framed storytelling.

WINNER – INTEGRATED MARKETING COMMUNICATIONS PROGRAM



SATC

#BookThemOut

Bushfires devastated the Adelaide Hills in December 2019, and then Kangaroo Island in January 2020. In response, within a matter of days, the South Australian Tourism Commission produced #BookThemOut – a campaign designed to reinvigorate tourism into these regions that had suffered mass cancellations and no forward bookings.

The campaign transcended typical campaigns and became an emotional rallying cry for the whole State, leading to an avalanche of bookings, day trips and overnight stays – helping restore tourism in these two regions. From the Premier to celebrities to everyday South Australians, the hashtag was used – over 7,000 images and videos were posted to Instagram, showing tourists back in these regions helping them get back on their feet.

The campaign was shot while fires were still being put out, using the emotive voices of the tourism operators themselves from both regions. Aired within days of the fires in mass reaching media including press wraps, Australian Open tennis TV, and on outdoor signage, the hashtag and campaign managed to drive both bookings and morale – telling these amazingly resilient people that the State and the nation was with them, and together, we would rebuild. It is, quite simply, the campaign we're most proud of producing.



JUDGES COMMENT:

This crisis campaign successfully not only built awareness, changed perceptions but also delivered extraordinary results in a short period of time. A simple, truthful and clever campaign message using a hashtag enabled the communications to cut through the clutter in offline and online channels and delivered huge economic results for the communities by booking them out! Together the advertising and PR schedules built huge reach, support and momentum of the important message which influenced politicians, celebrities and locals to rise up and urgently share the campaign. A smart integrated marketing campaign that commendably generated lifesaving results for the communities in crisis.

WINNER – LOYALTY AND RETENTION



Because Creative Experiences

Qantas Rewards Room

The Qantas Frequent Flyer program is one of the most popular loyalty programs in the country. It's also a vital revenue stream for parent company, Qantas, bringing in profits of \$374 million – more than the company makes by flying people around the world.

Interestingly, of the program's 13.2 million members, a large proportion earn the majority of their points not through travel, but through on-ground transactions. The QFF program is multi-faceted with over 300 retail partners and 8000 products available via the Qantas Rewards Store designed to recognise and reward members while creating real value for partners.

To educate members and drive engagement beyond the existing centralised digital marketing model, we created a global first – the Qantas Frequent Flyer Rewards Room. We brought to life many different aspects of the program by showcasing its breadth to members and non-members alike. We dramatically increased awareness of how and where Frequent Flyer points could be earned and used, enabling individuals greater opportunities to travel, shop and enjoy the freedom of doing things they wouldn't normally do with cash. The Qantas Frequent Flyer Rewards Room is a fabulous demonstration that this much-loved, iconic Australian brand represents far more than just flying.



JUDGES COMMENT:

This was a competitive category...

In an evolving marketplace, Qantas looked at ways to stay ahead of the curve and create a new concept store to bring awareness to a traditionally Digital Loyalty Program. Bringing an engaging and experimental approach to Sydney Airport they transitioned from click to bricks, to a new hybrid approach with great success.

WINNER – MARKET AND CONSUMER RESEARCH



Belic Tools & Machinery Pty Ltd

Sustainable, double digit revenue growth driven by STAR research framework

Best Buys Online, originally known as Belic Tools, is an Australian owned and operated company that was founded in 1987. The company began as bricks and mortar and transformed into an online model in 2016-2017. However, we were struggling to gain a competitive advantage in the ever-changing landscape of e-commerce and new competitors appear every day.

Despite limited resources and budget constraints, we defined the STAR research framework to get product assortment right based on market segmentation and market targeting. This included (1) SPOT market trends and SELECT in-demand items, (2) TARGET the right customers with right products, (3) ASSESS market attractiveness, (4) RETHINK strategic positioning.

More than six months from conducting the research, we have been delighted with the results that continue to deliver sustained commercial benefits:

- Capturing value from getting product assortment right
- Crafting a winning business strategy
- Creating an effective marketing plan and defining the four Ps through an analytical approach.

By the end of 2019, our sales increased by 34% to 2.7 million as compared to the same period last year. Today, we manage over 3,500 SKUs and by constantly adding new products, we have kept the momentum of growth in 2020.



JUDGES COMMENT:

It is great to see an entry where regardless of the size of the business, the benefits of undertaking research to inform evidence-based decisions occurs. In the current climate of businesses being forced to pivot to online e-commerce sales, this provides a successful case study on historical data used to implement an effective solution.

A structured data-driven approach outlining tools and insights provided with a clear framework resulting in positive online transition across multiple platforms and product diversification.

WINNER – NOT FOR PROFIT MARKETING



**THE
CREATIVE
WORKS.**

Dial Before You Dig, The Creative Works

Don't Dig Your Own Grave

'Dial Before you Dig Vic/Tas' is a not-for-profit, free service provided to the community to help identify utilities that lurk underground.

Use of the enquiry service had been dropping in recent years, meaning more underground assets were being struck by Tradies and DIYers (working around their homes).

We were challenged with creating a striking campaign (pun intended) that would increase awareness of the risks involved with digging underground and to subsequently encourage use of the service – the aim of which is to not only reduce asset strikes, but also to cut the growing number of injuries that have been caused by these strikes.

Using an integrated 5 month campaign, we managed to deliver the following key results:

- 11.6% increase in total number of enquiries
- 13.0% increase in total number of online enquiries
- a lift in annual incremental revenue of 12.21%.

And we have a very happy client!



JUDGES COMMENT:

This was a well-written submission with a good structure that set out clear objectives, solutions, and results. Success... was a testament to the campaign's thorough planning and creative execution. Coupling a review of past campaigns' results and failures with further research and a strategy workshop paved the way to clearly identify and understand the target markets. This in turn enabled a clear direction which resulted in a very clever creative and targeted execution. The additional revenue that was able to be passed on to members as a fee reduction was a notable added benefit.

WINNER – PRODUCT OR SERVICE REVITALISATION

WEST VILLAGE
BRISBANE

West Village

COVID-19 Response Strategy

Inner city urban renewal development West Village has established an innovative strategy in response to COVID-19 that has seen the project not only maintain sales results, but also elevate community connections and create memorable experiences. This includes a campaign reaching over 100,000, an online opera viewed by over 16,000 and activities for kids reaching 13,000.

Within 24 hours of the government announcing COVID-19 restrictions, West Village was in contact with consultants, influencers and virtual reality companies to revitalise their marketing strategy, ensuring the project remained competitive and continued to provide services to residents.

From the outset of the project, West Village has challenged the norms of traditional urban development, inviting visitors into the site with a year-round calendar of events and activations, including major events, market days, evening entertainment, art exhibitions, exercise classes, children's activities and small group workshops. West Village views buyers as 'customers for life', which is why the strategy includes not only external audiences and potential buyers, but also residents.



Using digital platforms, social media and EDM, West Village created a comprehensive COVID-19 response strategy, which has had an immediate positive impact on community engagement, digital traffic and sales results.

JUDGES COMMENT:

[A winning campaign] because of the alignment between the situational analysis, strategy, actions undertaken, and outcomes achieved against set goals and objectives. The submission best demonstrates an intent to maintain competitive advantage and maximise shareholder value, sales results, community connections, and memorable experiences underpinned by a compelling 'commitment to excellence in placemaking'.

WINNER – PUBLIC SECTOR MARKETING



Queensland Rail, Clemenger Brisbane

Queensland Rail: High Voltage Can Jump

This was a brief with many challenges.

- We had a budget of \$30,000 for a social campaign, plus owned assets
- As a government organisation, Queensland Rail wanted to engage an anti-authoritarian group of railway trespassers
- In order to influence behaviour, we had to educate young, unengaged, risk-taking males on high voltage, and explain how it can arc.

Our research showed they didn't care about their own wellbeing, but they did care about their social status. So we started there.

We discovered our audience identified as 'eshays' a subculture defined by the brands they wear and the trouble they get up to.

The idea was to show the effect that 25,000 volts has when it earths through your sneakers. To show how high voltage can jump. So we destroyed the thing they cared about more than themselves. Their rare and highly-sought after Nike TNS. We blew them up, got their attention, and got the eshays sharing their own experiences.



JUDGES COMMENT:

[The campaign] benefits from a well-defined audience, unengaged, risk-taking, young men. The special [part] was the nuanced research into audience attitudes, the teasing out of the deal breaker, the Nike TNS, the science behind the creative work to replicate the effect of 25,000 volts, and deployment of the right content through the right channels, all underpinned by the systematic application of classic marketing principles. Well paced, the submission articulated measurable objectives, quantified results and a clear outcome. The campaign itself demonstrated thoroughness in planning and execution, complemented by the result – no fatalities or critical injuries for the first time in years. A winning combination.

WINNER – SMALL BUDGET MARKETING



Unstoppable eCommerce

Using digital advertising to create powerful ROI for a growing eCommerce brand

Unstoppable eCommerce adopted a test-and-measure approach to deliver a Facebook and Instagram advertising campaign that delivered a whopping 2272% return on expenditure.

The challenge of using digital platforms to sell a premium product at a relatively high price point, is that customers aren't able to touch and feel the product. The opportunity to deliver the brand experience and product messaging to customers digitally, resulted in the brand being able to reach more potential customers, without having to rely on physical activations.

Digital advertising provided the opportunity to deliver unique marketing messaging to potential customers based on, demographic and geographic profiling, as well as interactions they'd had on the website, which allowed for more personally relevant messaging.

- The return on expenditure achieved was 2272%
- Total website revenue increased by 86%
- Total website orders increased by 65%
- Average order value increased by 13%.



This campaign achieved, and exceeded all objectives and client expectations, resulting in a very happy client and a very happy agency.

JUDGES COMMENT:

An impressive online campaign that concentrated on two channels to dramatically increase sales of a premium product. It demonstrates the value of a thorough understanding of the buyer journey, targeted messaging and a test and measure approach. The campaign has also generated practical knowledge that has improved all of the brand's communication initiatives. All for less than \$20,000.

WINNER – SOCIAL CHANGE MARKETING



Bauer Media

Stop Elder Financial Abuse

Bauer Media made a corporate pledge to drive social reform on issues that mattered to our readers. It was during our research, that something else became shockingly clear: at the most vulnerable and distressing time of their lives, elderly Australians were falling victim to ruthless financial predators – often from within their own family. With one in 10 older Australians suffering some form of financial abuse and an overwhelming demand from Australians for the Government to take action, Bauer Media took up the fight to tackle elder financial abuse. In consultation with the Australian Banking Association, we sought to change legislation towards greater protection for all Australians. After months of complex campaigning, the Council of Attorneys-General agreed to create a mandatory national Power of Attorney register. This campaign inspired and secured genuine change for Australia's most vulnerable.

“ JUDGES COMMENT:

The campaign uses powerful creative to highlight a largely unseen problem. Setting goals including law reform and then achieving them in the form of a baseline minimum standard for Power of Attorney along with a mandatory national online register is an incredible effort.



Bauer Media and their partner organisations had clear and measurable objectives from the outset. Despite being told that legislative change would be too hard to achieve, they were able to mobilise individuals, communities and the media to lobby together and influence law makers. Their submission is an exceptional example of using marketing to achieve significant and lasting social change.

WINNER – SOCIAL MEDIA MARKETING



DEFENCE FORCE RECRUITING

Defence Force Recruiting

Navy Submariner Campaign

Hollywood movies such as *The Hunt for Red October* and *Crimson Tide* have painted an uninviting picture of life on a submarine. References in popular culture have created an inaccurate perception of submarines as menacing, isolating and dangerous – making recruiting for submariner roles increasingly challenging. In reality, being a Navy submariner is one of the most rewarding jobs; you can join tight-knit teams, work with world-class military technology and travel the world.

To overcome this misconception and to inform Australians of the incredible experience and lifestyle of being a submariner, Defence Force Recruiting (DFR) created an omni-channel social media strategy to complement the Navy brand campaign. The campaign objectives:

- Drive awareness of the variety of roles in the Navy,
- Educate audiences on the realities of submariner roles
- Drive candidates through the recruitment funnel.

Insights show that the most effective method of attracting candidates to submariner roles is through the experience of touring a submarine and getting a first-hand feel for the camaraderie and adventure. With this insight, DFR based the creative approach on providing experiential content and giving people the chance to bust some Navy myths for themselves.



“ 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.

JOINT WINNER – SPONSORSHIP EFFECTIVENESS

RACQ

RACQ

RACQ IWDFR

In 1905 RACQ was formed by 18 foundation members, 10 of whom were medical practitioners. They used the first motor vehicles in Queensland to transport gravely ill patients. RACQ exists to serve and support the wellbeing of the Queensland community. It's the DNA of our brand. And whilst a lot has changed over the years – our commitment to this has not wavered. Today, our brand vision still reads “our purpose is to make a positive difference to our members’ lives now and into the future.” And the sentiment of this is captured in the line “Together we’re working to make life better for all Queenslanders.”

At RACQ we don't just talk the talk, we walk the walk (literally), by proudly supporting the RACQ International Women's Day Fun Run, marking International Women's Day and working with the Mater Hospital to help raise funds for life-saving research and practical breast cancer support services.



JUDGES COMMENT:

Outstanding application that showed how well defined sponsorship can overcome fatigue in fun and fundraising following difficult times due to drought, bushfires and pending COVID 19. Overachieved 3 clear objectives. Substantial buy in by RACQ staff that participated in experiential activities.

Impressive chart of achievement and results.

JOINT WINNER – SPONSORSHIP EFFECTIVENESS

because
CREATIVE EXPERIENCES

Because Creative Experiences

Sydney Water – Bring It to Win It

One of the many reasons Australia is called the 'lucky country' is because we enjoy easy access to clean, clear drinking water straight from the tap. Yet, increasingly, sales of water in single-use bottles continue to rise, with the great majority of discarded bottles destined for landfill.

Sydney Water is the hydration partner of Cricket NSW. Their innovative 'Bring it to Win It' (BITWI) three-year sponsorship campaign has specifically focused on two key messages:

- Encouraging cricket fans to 'hydrate for health'
- The importance of reducing negative environmental impact from single-use plastic bottles.

At the same time, Sydney Water was keen to use the campaign as an opportunity to transform public perception relating to its function as a water provider. Here was a government agency determined to shift from a purely functional role to one which played an active part in improving the health and wellbeing of the communities it serves.

BITWI has succeeded on all fronts. An engaging, packed-full-of-incentives campaign combined with innovative use of near field communication technology has gamified and rewarded fans to stay hydrated and reduce the impact of single-use plastic bottles, saving



17,000 bottles from going to landfill. An outstanding campaign; an outstanding result.

JUDGES COMMENT:

Excellent entry that clearly articulated the issues in difficult times in NSW due to drought and bushfires. The BITWI campaign was a new innovative campaign that encouraged significant change in consumer behaviour to bring own bottles to be refilled at big bash matches.

Good return on investment on a modest budget for a positive result on the environment. Aims and objectives overachieved.

WINNER – STUDENT ACHIEVEMENT

Qistina Binti Zainir

Qistina is a Master of Marketing student at RMIT University and a psychology graduate from the University of Melbourne, with corporate experience in human resources and leadership experience in student council activities. Her key accomplishments are gamifying an employee handbook for the leading drone-technology company in South East Asia and organising a food festival in Queen Victoria Market that attracted over 8,000 attendees. She moved to Melbourne from Malaysia 7 years ago and has since been contributing to the multicultural fabric of Australia. She volunteers with RMIT University's Peer Mentoring program by leveraging her outstanding academic performance to support and aid students undertaking marketing and business courses.

Qistina is interested in the applications of marketing principles and strategies to instigate social change across communities and social classes. Her passion for education equality and youth empowerment motivates her endlessly. Upon coordinating multiple community projects in partnership with Teach for Malaysia addressing education inequality amongst low-income families in Malaysia, she is adamant on bridging the gap. This is a long-term goal she strives to fulfil, and she believes her marketing skills will help her achieve it. Qistina is also a film buff and was part of an all-Asian web-series production in Melbourne.



“ JUDGES COMMENT:

This is a well-presented comprehensive marketing plan. It is creatively executed, successfully applies core marketing concepts, and demonstrates the use of marketing strategy to very high standard.

AMI MARKETING SKILLS PROFILING & BESPOKE TRAINING

WHERE CREATIVITY MEETS SCIENCE



Empower your staff with the marketing capabilities to effectively achieve your business goals. Conducting an effective skills profiling will help your organisation gain invaluable insights into your team skillset and comprehensive assessment of their the knowledge, skills and abilities.



TESTING

Skills profiling is an evaluation and testing of team competencies assessed against agreed criteria tailored to the professional's marketing experience and area of expertise.



SKILLS SETS & GAPS

Test report will provide objective information about your team professional competencies & insight into a team's cultural fit and capability.



KEY TO SUCCESS

AMI Bespoke Training solutions tailored to your organisation's learning and development needs.

Learn more at:
ami.org.au/skill-profiling





Certified Practising Marketer (CPM)

Trust Mark of a Marketing Professional



The **Certified Practising Marketer (CPM) designation** is the only peak professional benchmark of its kind for Marketers in the Asia-Pacific Region. The CPM title officially recognises both formal education and the successful application of your marketing knowledge and skills in practise.

ami.org.au/cpm



Recognition

The CPM designation is the trust mark of a professional Marketer.

Trust

Earned through ethical behaviour, depth of experience and currency of knowledge.

Point of difference

The only peak professional benchmark of its kind in the Asia-Pacific Region.

Currency

Officially recognises both formal education and the successful application of knowledge and skills in practise.

Continuous Learning

Distinction of a Marketer who continually strives to further the practise through continuous learning.

Visibility

Through public online CPM Member Directory and shareable digital badges.