



2022 AWARDS FOR MARKETING EXCELLENCE

Recognising Marketing
Excellence since 1982



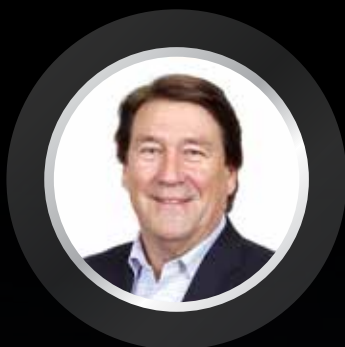
THANKS TO OUR SPONSORS

The 2022 Marketing Excellence Awards was a huge success, with acknowledgement of excellence awarded to marketing leaders and teams across the industry.

Thank you for your support in this annual recognition of the Marketing sector, which inspires and leads business to achieve great outcomes. We're proud to partner with you, and look forward to the development of next year's Marketing Excellence Program.



FOREWORD



Andrew Thornton AMI Chair

Once again, the AMI Awards for Marketing Excellence have wowed the judges. It seems that the impact of Covid over these past few years has not dampened the quality and depth of marketing excellence achieved.

Not only do these awards recognise excellence in marketing but they also inspire excellence in those in the marketing profession. They show the depth of industry capability, and they act as a powerful narrative for the quality of marketing in Australia.



Bronwyn Powell Chief Executive Officer

The AMI Awards for Marketing Excellence are the foremost stage for marketers to showcase their successful strategies, creative and scientific excellence, and effective delivery, judged solely by an independent panel of industry experts, senior leaders and marketers in Australia.

These Awards are Australia's premier platform for benchmarking across the full marketing spectrum and provides an exclusive opportunity to celebrate excellence and diversity in marketing across the country throughout the year. At AMI we have a passion to support marketers at all career stages and disciplines to grow, thrive and be recognised for their contribution.

Many thanks to all of you who took the time to submit your entries, to our amazing award judges across the country, and to the AMI team for making all this possible.

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The Australian Marketing Institute (AMI) is the requisite organisation for professional marketers and an authoritative voice of marketing in Australia.

Through the recognition of marketing excellence, our professional development program, and national and state-based events, the AMI works together with our members to foster trust, innovation, responsibility, and respect for our industry. The AMI's core purpose is to support progress in the careers of our members and advance the marketing profession.

In order to achieve this, the AMI will:

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



BOARD OF DIRECTORS



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ABOUT THE AMI AWARDS

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

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

The Awards are now part of the Marketing Excellence Showcase Program, a year-long program which provides an exclusive opportunity to celebrate excellence in marketing across the country throughout the year.

Congratulations to all the finalists and winners for 2022!

JUDGING PROCESS

Each of the 18 campaign category and nine special category submissions have been assessed by the industry's most senior marketing leaders.

Led by judging panels of over 100 independent Certified Practising Marketer peers, winners were determined by considering B2B and B2C metrics and success factors as well as the linkage between strategy, execution and outcomes achieved.

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

JUDGING PANEL

Ajay Kumar
Alexei Domorev
Alicia Beachley
Allan Godfrey
Amanda Mackinnon
Amanda Vanelderren
Andrew Baxter
Angela Feruglio
Anna Kertesz
Annabel Ausmus
Ben Hammond
Bob Croft
Brian Goldberg
Brian Samuel
Bronwyn Shearer
Bruce Murphy
Carma Levene
Carmen Smith
Chloe Zhang
Chris Taylor
Chris Taylor
Chrissie Maus
Christine Evans
Chui Lin Chong
Claudia North
Colleen Young
Dennis Freeman
Doris Gambiraza
Effie Cinanni
Emiliano Giovannoni
Emma Campbell
Eoin Geaney

Erin Smart
Fiona Corsie
Fiona Berry
Frank Oerlemans
Gabriel Mach
Gail Hopkins
Genevieve Brock
Gianna Ferrara
Grace Taylor
Graham Willcock
Heidi Turner
Helen Karapandzic
Ian Michael
Jacqui Daley
James Barrow
James Champion Alick
Tembo
Jane Hillsdon
Jeanne Zweck
Jessica Ritchie
Jessie Weatherley
Joff Crabtree
John Holland
Julie Toma
Justina Gardiner
Kal Nahal
Kamila Marcinczak
Karin Forster
Karyn Dale
Kelly Townson
Kerim El Gabaili

Kristie Atkins
Kym Vercoe
Lauren Armstrong
Lawrence George Potter
Leonard Hannah
Leora Givoni
Les Winton
Lisa McCutcheon
Louise Le Cornu
Lynette Flannery
Maria De Conno
Maria Ryan
Mariette Snyman
Mark Da Silva
Marlena Mende
Meg Coffey
Melanie Lindquist
Melissa Dickfos
Mia Morrison
Michael Ha
Michael Abbott
Mona Swarup
Monica Millar
Natasha Weekes
Natasha Buttler
Nicola Feeney
Nicole Papoutsis
Nicole Stirling
Nikki Moeschinger
Pamela Meagher
Patricia Howes

Piyush Sharma
Rachael Wass
Rachel Bevans
Rajeev Sharma
Ralf Wilden
Renee Taylor
Rhonda McAllister
Ric Navarro
Ritika Singhal
Romana Garma
Ron Samuel
Sarah Dunning
Sarah Butler
Sarah Beresford
Shawn Walker
Simon Toovey
Simone Spryszynski
Spiro Mandylas
Stacy Farrell
Stephanie Meek
Sylvia Mare
Syma Ahmed
Tara Moody
Thomas Woodward
Tim Hayward
Tracey Mesken
Wai Ying Chan
Wendy Gleeson
Stephanie Huang



CPM OF THE YEAR ZEINA KHODR

As the Chief Spark and founder of Paper+Spark, Zeina leads a highly experienced team of marketing and communications/PR strategists, creatives, digital specialists, and storytellers.

Drawing on her wide-ranging skills across the marcomm spectrum, Zeina has built Paper+Spark into a leading marketing agency helping brands navigate the ever-changing digital landscape, crafting powerful stories that elicit emotion, driving engagement and sparking action in an always-on world.

In just over 3.5 years, Zeina has led Paper+Spark to be crowned the 2020 AMI Agency of the Year Award, collecting numerous other wins and finalist nominations along the way. But the award she is most proud of is the hotly contested AFR Boss Best Places to Work (Media and Marketing #7) for 2022.

Her in-depth digital and martech knowledge, experience in running newsrooms, building brands and developing addressable audiences to drive business outcomes, has delivered considerable success for blue-chip brands in healthcare, financial services, utilities, consumer and FMCG.

Zeina is a proud CPM, an MBA (MGSM), Post-graduate Certificate in eBusiness, and BA Communications (Hons), Diploma in Graphic Design. She also lectures in Digital Media for Macleay College, is the publisher of www.moneyandlife.com.au, and is Chair of the AMI NSW Committee and Emerging Marketers Mentor.

JUDGES COMMENTS: *Zeina demonstrates the professionalism of a Certified Practicing Marketer, with a drive to lead and be engaged in the marketing community. The achievement as founder and leader of Paper+Spark, showcase Zeina's leadership style, and commitment to the highest quality outcomes for business and clients.*

Keeping abreast of changes in the industry and delivering results is a key attribute of a leading CPM and Zeina articulates this in the delivery of work and created content. The outstanding awards and marketing activations delivered alongside the leadership style of 'success is to be shared', representing the values and attributes of Zeina as a true leader with passion and commitment.



CHIEF MARKETING OFFICER OF THE YEAR AIMEE ENGELMANN

Aimee Engelmänn, is a CRO from Time Doctor, and a long-standing member, CPM and Fellow of the AMI.

During her extensive marketing career spanning 20 years, she's held multiple positions in corporate settings, built and sold two highly successful companies, and launched a marketing consultancy firm for small and large brands.

Her corporate roles included telecommunications (Telstra), financial services (QCU), FMCG (Cadbury Schweppes) and direct marketing (Security Mail/SEMA), all of which gave her the opportunity to learn and develop the valuable foundational skills she uses today. These also empowered Aimee to establish her own agency, TLS Marketing in 2007.

After selling TLS Marketing in 2015, Aimee leveraged her marketing experience to establish Beepo, an outsourcing agency. The success of Beepo didn't go unnoticed, and in 2019, it was acquired by Probe Group, a private, equity-backed company.

Aimee then spent 18 months as Probe Group's CMO, where she successfully united the marketing elements of their four brands across four countries into one results-driven marketing function.

Throughout her career, Aimee has endeavoured to establish the direct link between effective marketing and business growth, and the significant results achieved showcase the significant influence marketing can have on a multinational company.

JUDGES COMMENT: *Aimee Engelmänn has demonstrated an outstanding ability to transition a disparate group of brands into a single-group marketing division. Along the way, she's built a great team and educated her Board and other senior executives about the power of marketing to generate leads and grow profits.*

CAMPAIGN OF
THE YEAR
SOUTH
AUSTRALIA
POLICE



SOUTH AUSTRALIA POLICE
SAFER COMMUNITIES

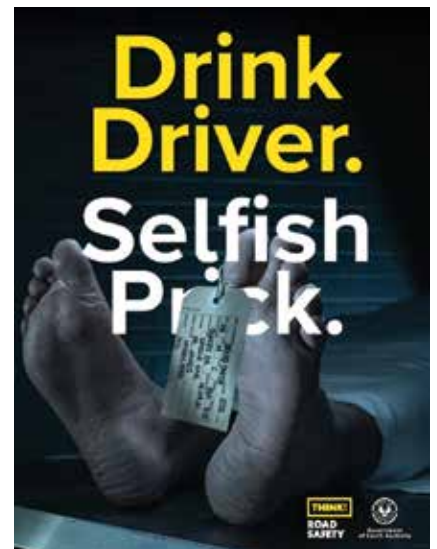
MEDIA ROAD SAFETY UNIT | BLACK SHEEP ADVERTISING

Drink Driving FY21/22 – *Selfish Prick*

Drink driving is a key issue of concern for the road safety community with an exhaustive number of approaches taken.

Insightful research identified that the unifying motivator for drink driving, whatever the excuse, amounted to personal convenience. An innovative and leading-edge campaign, *Drink Driver? Selfish Prick*, leveraged that insight into an unexpected and boundary pushing message across a comprehensive multi-media and grass roots campaign.

Quantitative tracking proved the campaign had cut-through and delivered, exceeded all KPI's including the highest awareness seen in five years, led to reductions in drink driving and the lowest enforcement/detection rate in ten years. At a time when road safety communications were transferred to SA Police, and amongst community, media and political scrutiny, the innovative campaign proved the value of the newly embedded marketing team both internally and to external stakeholders, supplying increases measured in positive community sentiment toward SA Police.



JUDGES COMMENT: *This is one of the most outstanding campaigns I've ever come across. It authentically pushed the boundaries and it paid off. This entry was superb and holistic, as the civic leadership message was one that cut right to the punch. The concept, the strategy, the simple (spot-on) cut-through creative and the additional benefits were bigger than this campaign. They not only achieved their goals, but they also achieved awareness of a very serious Australian culture issue.*

As marketers, it's hard to cut through and make people feel things and change behaviours. However, when you get it right, as this campaign does, the marketing demonstrates authentic reliability and holds up a mirror to many. Old marketing power models tend to require little more than consumption. However, new marketing power taps into people's growing capacity – and desire – to participate in ways that go beyond consumption. This marketing was a sensational example of new power.



EMERGING MARKETER OF THE YEAR

BECKY AMON

Becky is currently the Digital and Social Media Manager at Sydney digital marketing agency, Paper+Spark.

She works across organic social strategy, content, community management and multi-channel paid campaigns for a range of clients including Elder Abuse Action Australia, Organon (The Down Low), MSD Australia and WeFlex.

Prior to starting at Paper+Spark six months ago, Becky worked at the University of Newcastle (UON) as a Social Media Officer undertaking organic and paid strategy as well as content and community management for the University's corporate social media channels, in addition to supporting the rollout of an internal social media advocacy program.

It was while at UON that Becky undertook the AMI Emerging Marketers Program and was paired with her future employer, Zeina Khodr.

Becky's previous marketing experience included social media and communications roles at the University of New England in Armidale, after completing a Bachelor of Media and Communications there in 2018.

She prides herself in being highly attentive to detail and is motivated and passionate in the areas of sustainability, accessibility and inclusion – values that she brings to everything she does.

JUDGES COMMENT: *The judging panel collectively agreed that Becky Amon stood out as an excellent Emerging Marketer of the year. She communicated her personal goals in a concise and logical manner and provided evidence of how she has been able to achieve these goals – particularly “the non-negotiables in my life, such as having work flexibility and working with clients that are aligned with my values of sustainability, accessibility and inclusion”.*

Her statement that “I am a determined advocate for humanised marketing content, especially for social media”, is commendable and inspirational.

On behalf of the Judging Panel and AMI, we congratulate Becky Amon as the winner of the AMI Emerging Marketer of the Year category.



LIFE MEMBER
KRISTIE ATKINS

AMI 2021 Certified Practicing Marketer of the Year Kristie Atkins is a dynamic business growth and commercial marketing leader, recognised as B&T Women in Media's Entrepreneur of the Year.

Kristie's networks describe her as inspirational – growing businesses through outstanding acumen, market-leading customer acquisition and retention skills, infectious enthusiasm, and an uncompromising work ethic. She has a passion for innovation, relationship building and driving large teams in fast-paced, digitally focused environments.

Originally beginning as a radio journalist, announcer and promotions manager, Kristie has since served as Managing Director in renowned Village Roadshow marketing solutions business Edge (now owned by Blackhawk Network), as Chief Operating Officer of Waivpay, Chief Commercial Officer for former marketing services giant Ovato and Director of Sales for Event Hospitality and Entertainment.

She is now Managing Partner of customer marketing company Wink, which she bravely co-founded on the eve of the pandemic when U.S. private equity giants were acquiring more of the country's local loyalty, incentive and rewards industry businesses.

Wink's experts are located around Australia, supporting a book of tier one clients. The business received Australia's only honour at this year's APAC Loyalty and Engagement Awards, APAC's Golden Link Award for Best New Publisher and is a finalist in the Awards for Marketing Excellence, the CX Awards and others.

Kristie supports the next generation of marketing leaders, is focused on demonstrating the value of marketing as the power behind business returns and wants to see more marketers in boardrooms.

She is a fellow of AMI and the Chartered Institute of Marketing, a head judge for the Marketing Excellence Awards, a mentor in AMI's Emerging Marketers, Macquarie University's Lucy program and Western Sydney University's Executive Mentoring, while assisting other tertiary education providers with insights, guest lectures and building stronger industry connections.

Kristie is on the board of Restaurant and Catering Industry Association Australia, the advisory board of international fashion company Azura Runway, the Foundation board of leading Medial Research Institute HMRI and chairs HMRI Sydney Foundation. She has won an Australian Commercial Radio Award and the national film industry marketing prize.



LIFE MEMBER

NINA CHRISTIAN

Nina Christian is a marketer '25 years experience young' who forges new ways that marketing can create meaning and impact – from small businesses and start-ups to agencies and corporate clients.

As someone who has always stood with one foot in the current and the other in the future, Nina's stand-out talent is in helping marketers unlock and master the future as it unfolds.

In late 1990's, Nina created experiences through sports marketing and events like the Sydney Olympics and the Commonwealth Games, well before customer experience was a marketing term.

In the early 2000's while building a full-service marketing agency, she co-founded a dot-com start-up, and through pioneering digital marketing approaches saw it become a brand of international renown (pre-social media), culminating in its sale seven years later.

In the 2010's, she doubled down on her passion and gift for nurturing young talent and developing marketing and industry leaders, personally mentoring hundreds of young marketers both within and outside of her agency Braveda, which under her leadership went on to win Best Marketing Agency at the Marketing Excellence Awards in 2018, the same year Nina was named Victorian CPM of the Year.

In 2020, Nina saw the world of marketing shifting again – this time as people became their own brands. With this, she created a new business as a thought leader, combining her expertise in brand building with personal positioning, resulting in a breakthrough praxis known as Marketing Me™, which is nurturing and empowering talent globally.

Now in 2022, post pandemic, Nina continues to lead the marketing world helping organisations and corporate marketing teams navigate big shifts and adapt their marketing so that they connect with audiences in a more human way, in a time when they are change-fatigued and opting-out of traditional marketing approaches.

As a passionate AMI advocate, over many years Nina has served the marketing community as a state committee member, awards judge, emerging marketers' mentor and AMI speaker. In 2018, Nina was appointed State Chair (Victoria) and has been at the helm of a thriving committee for the last four years, driven by her investment in the future of the marketing industry.

As a global thought leader and mother of five (very active children!) Nina continues to inspire and empower countless marketers to align their passion with their profession and unlock the change and impact the world needs from the marketing profession.

MARKETING
AGENCY OF
THE YEAR
**PAPER +
SPARK**



Paper+Spark is an independent full-service marketing and communications agency designed to meet the needs of today's complex rapidly changing always-on digital world. They take ideas on paper and ignite them with sparks to truly transform a brand idea.

Founded in July 2018 by their Chief Spark, Zeina Khodr, Paper+Spark was born out of a desire to apply the principles of strategic storytelling to solve business problems while putting people before profits.

Their national team of 22+ is growing, and their biggest differentiator is the breadth and depth of experience of the senior team, lack of ego's, and always bringing their 'A' team (they have no 'B' team).

As a full service agency they are category leaders in health, wealth, utilities and consumer. Their collective spark goal is to break the traditional agency mould, service their clients in a better way by focusing on outputs, and put people first. This year they're proud to have won the coveted AFR Boss Best Places to Work (Media and Marketing – ranking 7th). Instrumental are their SparkFlex Policy (work anywhere/ anytime, creative no-meeting-Friday's, replacing sick days with wellbeing days, and their approach to solving client's creative challenges.



JUDGES COMMENT: *An agency that takes clients on a journey that innovates and leads. Placing their people at the heart of every conversation, they seek to enable their people and team to think collaboratively and spark innovation. Well-being for their staff is paramount, and placing this at the heart of every decision enables the confidence to deliver more than just a 9-5 role. Clients benefit from this sense of pride and willingness to over-deliver with results. The traditional agency norms such as billable hours and mere delivery to scope is challenged with a focus on outcomes, Paper+Spark is a worthy winner for 2022.*

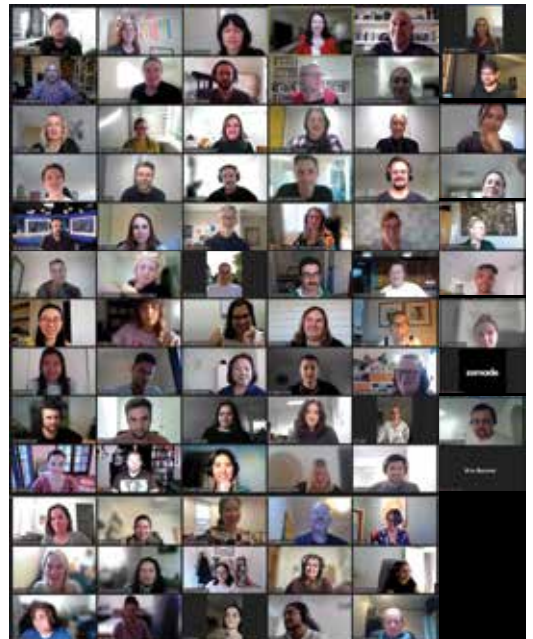
MARKETING TEAM OF THE YEAR ABC AUDIENCES TEAM



Sitting within the Audiences division at the Australian Broadcasting Commission, the marketing team is made up of 50 passionate people, who collaborate with internal creative, media, UX and insights teams daily, with audiences at the centre of their decisions.

The team is responsible for delivering the ABC's brand and audience strategies across broadcast and digital, working together to lead an integrated approach across audience insights, branding, acquisition and retention. The team leads prioritisation through an annual planning process, which enables projects and campaigns across the year, to adopt the agile practices needed to thrive in an increasingly competitive digital media environment.

Within the team, diversity and inclusion across all facets are valued. Team members are geographically diverse, located across Australia to maintain connection with our national and regional audiences, as well as culturally and linguistically diverse (20%), Indigenous (5%) and with a disability (5%). Skills are continually evolving with the market, and they have two accessibility experts in the division who work to ensure their products, content and communication are inclusive. They also have a number of service designers to improve capability in design thinking, use of digital collaboration tools such as Miro boards, and encourage new approaches for challenges.



JUDGES COMMENT: *The ABC Marketing Team submission demonstrated a well-considered approach to team dynamics, diversity, inclusion, process and communications. The submission also cleverly wove a narrative throughout their entry, painting a picture of solid team foundations and culture which has delivered successful campaigns.*



SIR CHARLES MCGRATH AWARD BRENDON COOK

Brendon Cook founded Outdoor Network Australia, now known as oOh! Media, in 1989, a company that became Australia and New Zealand's biggest Out of Home (OOH) company.

Brendon was a long-term board member of the Outdoor Media Association of Australia (OMA) and for the last seven years sat on the board of the World OOH (WOO) organisation where he received a Global Lifetime achievement award in 2022, and was one of the first three people inducted as a Honorary Lifetime member.

Over his 40 years in OOH he has worked to help the industry grow in share and reputation as a leading global medium. He was a key advocate in pushing the industry to adopt world-leading audience measurement, embrace new advance data verification and leading global practices that deliver higher ROI for clients.

He ensured oOh! was a key large-scale supporter of charities, where the donated media exposure and campaign auction donations assisted growth for hundreds of worthy organisations that supported great society causes.

JUDGES COMMENT: *Brendon is the 'Godfather' of the OOH advertising industry. An astute business person who strongly advocates for marketing and the OOH sector in particular.*

Brendon ticks all the boxes for the Sir Charles McGrath Award.

ACQUISITION MARKETING



Sydney Children’s Hospital’s Foundation |
Starlight Foundation | Canteen, Variety | KidsWish

Symbio Wildlife Park: Pay Discover Forward

Proving that one random act of kindness can make a difference on a monumental scale, the *Pay Discover Forward* campaign has provided over \$2.3 million worth of Symbio Wildlife Park entry tickets to nearly 60,000 children and families in need across NSW to date.

The first of it’s kind campaign enabled NSW residents to redeem unused \$25 NSW Discover Vouchers and choose one of five children’s charities as recipients of entry tickets on their behalf. This allowed them to give the gift of memories to the most vulnerable in the community, whilst assisting Symbio to stay viable throughout the most challenging time ever faced by the Australian Tourism Industry.

This campaign has arguably been one of the most successful Pay It Forward initiatives ever ran in Australia. The campaign was showcased by many of the largest local and national media outlets, and reached over 12 million people on social media with 340,000 engagements showing a total direct ROI of 3,083%.



JUDGES COMMENT: *When a magic idea becomes reality through strong planning, stakeholder engagement and relationship management. A clear value proposition combined with an intuitive and easy process meant it wasn’t hard to see how this was such a successful campaign. Well done, this was a unanimous winner from the category judges.*

BRAND REVITALISATION



GIPPS
all kinds of wonder
LAND

Destination Gippsland: Gippsland: All Kinds of Wonder

Gippsland, although blessed with natural wonders, was failing to resonate with potential visitors. Gippsland struggled with appeal as consumers didn’t understand what there was to do there. Destination Gippsland needed to change consumer perceptions in order to grow their market share and achieve more ambitious visitor and yield targets.

Enter *All Kinds of Wonder*, the region’s new tourism brand. The brand heroes the region’s strength in nature and quirky points of difference. It showcases postcard-worthy landscapes in approachable ways for the consumer. The brand is a treasure map, challenging consumers to discover hidden gems, fueling their sense of discovery and rewarding them with wonder at every turn.

Destination Gippsland delivered a revitalised brand and major campaign in the wake of one of Australia’s worst bushfire disasters, and throughout a pandemic which was punctuated by complete shutdowns of the tourism industry.

The award-winning campaign changed consumer perceptions, gained market share, grew tourism expenditure and delivered on their brand promise: “a place of all kinds of wonder”.

JUDGES COMMENT: *Great brand revitalisation with a well-articulated entry, demonstrating clear linkages between issues and objectives, research and strategy, execution and results. The differentiated and emotive positioning lends itself to the resultant beautiful, compelling creative which has led to significant impact on both brand and demand metrics. In addition, they gained buy-in to maximise investment and unified the whole area at a regional to individual level. Well done.*

CONTENT MARKETING



James Cook University: This is Uni... but not as you know it

What if you could extend the golden hour on the battlefield to avoid a casualty bleeding out using the venom of a Blue Ringed Octopus to slow down time? *This is uni... but not as you know it* is the inspirational catch phrase for James Cook University's (JCU) omni-channel content marketing strategy which combined the power of physical location and intensive research in medicine, science, and humanities.

The content strategy needed to offer difference and distinctiveness over a long sales cycle characterised by hyper-competition. The results were exceptional for conversion, engagement, and reputation. Content output grew by 187%, page views 207%, page stickiness 56%, backlinks 18%, keyword rankings 132%, and open rates by 280%. Consumption of webinar content grew to 262% of original registrations. Most importantly, this was achieved with no change to the budget, product suite or pricing. What did change was a content marketing strategy that convinced a discerning audience *This is Uni... but not as you know it*.



JUDGES COMMENT: *The judging panel agreed this was a well-written entry that clearly showcased the brief, the solution, strong results and additional benefits. It was great to see a pivot by the University to develop content that was timely and topical during COVID lockdowns, leveraging the expertise and knowledge of the University, its staff and students. The results speak for themselves!*

CREATIVITY IN BRAND, PRODUCT OR SERVICE MARKETING



Sydney Children's Hospital's Foundation |
Starlight Foundation | Canteen, Variety | KidsWish

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JUDGES COMMENT: *Symbio's Pay Discover Forward campaign is proof that marketing can both do good and be good. It achieved a staggering return on investment through recognising opportunity, crafting a strategy and using clever technological integration and automation to leverage that opportunity. The work bought joy to over 60,000 kids and families at a time when joy was in rather short supply. Congratulations Symbio on a truly creative campaign!*

CUSTOMER EXPERIENCE MARKETING



Paper+Spark: MyEpiPen – if it’s with you, it could save you

MyEpiPen® is a national 35,000-member patient support program dedicated to ensuring people with anaphylaxis and those who support them have the best customer experience and can be confident in using an EpiPen® (adrenaline) auto-injector in an emergency.

People with anaphylaxis have a close emotional bond with EpiPen®, after all, it could save their life. However, nobody relishes injecting themselves or someone else with adrenaline. Many people are fearful of using EpiPen® and have even turned up to hospital clutching the pen in their hands, too afraid to inject.

With its catchline of “If it’s with you, it could save you”, the refreshed and relaunched program closes the loop on the overall customer experience by helping people become so familiar with the steps of using EpiPen® that it becomes instinctive behaviour.

The impressive 35,000 signups were driven mainly by referral. The program’s eNewsletter open rate is up to 78%, with 26% click throughs. As a marketer, you know that’s exceptional!



JUDGES COMMENT: An absolute standout 11/10 submission! The strategy and implementation were expertly communicated with clever marketing, impressive results, and attachments that brought the campaign to life. Congratulations to all involved in this project! A well-deserved win!

EVENT OR EXPERIENCE MARKETING



Great Southern Bank | MKTG Sports + Entertainment: Great Southern Bank Brisbane Heat sponsorship – House Party activation

This campaign is a strikingly beautiful, physical manifestation of Great Southern Bank’s purpose – to help all Australians own their own home. Great Southern Bank has rebranded from CUA, and their goal was to help the Bank engage passionate and youthful fans of Big Bash and drive awareness and talkability on a national scale. This was achieved through the *House Party*, which was designed and built to weather a Queensland summer in-stadium.

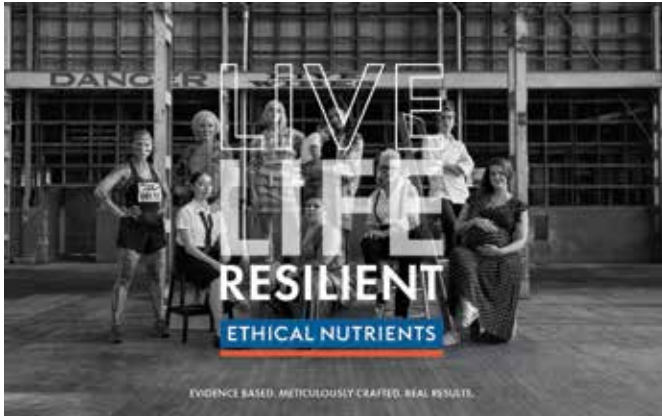
Building their brand, embodying purpose, and driving earned media through meaningful guest engagement were the goals. It was a challenging assignment that was knocked out of the park.

They are proud to have delivered one of the “best activations The Gabba has ever hosted”, truly exceptional guest feedback, and brand metrics that exceeded expectations at every level. These are results they can live “happily-clever-after” with!



JUDGES COMMENT: What an impressive, uniquely-creative, on-point delivered campaign, with insight-driven planning and purpose-driven execution, which delivered significant results! One can see they took the guidance of your agency to heart to truly understand their brand and goals, and married them with the needs of your prospects. Continue to be the voice of your target audience, listen to them, and put them at the centre of all of your campaigns moving forward! Well done!

INSIGHT DRIVEN MARKETING



Metagenics ANZ: Ethical Nutrients – Live Life Resilient

After an illustrious 30-year history in pharmacy, Ethical Nutrients was fading in the hearts and minds of consumers, with their formulation superiority and premium pricing not well understood. Redefining the brand’s target audience uncovered a granular insight that set them apart from other competitors. From extensive research the brand strategy was clear – convince the target audience that the superior products of Ethical Nutrients are worth paying more for as they enable customers to be their strongest, healthiest and most resilient self, to handle the ups and downs of their health journey.

The *Live Life Resilient* campaign was created with a fresh twist on the empowering “My Way” ballad, paired with a distinctive black and white creative that elevated the brand. Bringing together real women at different life stages who expressed raw emotion and human connection, the campaign positioned Ethical Nutrients as a partner in health. Encouraging women to take action and *Live Life Resilient*, it herded the brand’s health credentials.



JUDGES COMMENT: *This winning campaign showed marketing and leadership as one and the same. It perfectly anticipated and understood community sentiment and the authentic meaning of empowerment. This was a brave and beautiful insight-driven campaign at a time when the world needs positive female role models. The fresh take on the inspirational “My Way” ballad, paired with a distinctive, stunning black and white creative elevated the brand and left a lasting impact. The bringing together of real women across different life stages was beautifully integrated across many different platforms. Taking, sharing, ceding and finding space are all central concerns to the feminist journey and this winning insight-driven campaign. Ethical Nutrients should be congratulated for a near perfect execution, and as civic leaders.*

INTEGRATED MARKETING COMMUNICATIONS PROGRAM



Sydney Children’s Hospital’s Foundation | Starlight Foundation | Canteen, Variety | KidsWish

Symbio Wildlife Park: Pay Discover Forward

Proving that one random act of kindness can make a difference on a monumental scale, the *Pay Discover Forward* campaign has provided over \$2.3 million worth of Symbio Wildlife Park entry tickets to nearly 60,000 children and families in need across NSW to date.

The first of it’s kind campaign enabled NSW residents to redeem unused \$25 NSW Discover Vouchers and choose one of five children’s charities as recipients of entry tickets on their behalf. This allowed them to give the gift of memories to the most vulnerable in the community, whilst assisting Symbio to stay viable throughout the most challenging time ever faced by the Australian Tourism Industry.

This campaign has arguably been one of the most successful Pay It Forward initiatives ever ran in Australia. The campaign was showcased by many of the largest local and national media outlets, and reached over 12 million people on social media with 340,000 engagements showing a total direct ROI of 3,083%.



JUDGES COMMENT: *A heart-felt campaign that achieved positive outcomes for children and families in need in New South Wales, during an economically and emotionally challenging time. This is a well-executed integrated marketing campaign which incorporated purpose driven messaging across multiple channels to drive buy-in and tap into human psychology to “pay it forward”. It achieved impressive campaign performance which well exceeded the campaign objectives – well done to the team.*

LOYALTY AND RETENTION



Aurora Marketing: Let's talk about bids, baby

In the world of competitive tendering, bids and tenders mean hard work, long hours and tight deadlines. It's a high-stakes game, where only those bidders prepared to go beyond simple box-ticking with a clever strategy, an impressive solution and a brilliant pitch, will succeed.

This is the world in which Aurora Marketing thrives. They've been talking bids for over two decades, helping companies win over \$160 billion in projects with a phenomenal 98.5% success rate. The key to their success is their methodology based on relentless questioning that pushes their clients to go beyond business-as-usual to submit an extraordinary bid.

Bid Talk is an imaginative, playful tool that helps clients mimic Aurora Marketing's questioning methodology within their own bid teams. They've used these tactile, engaging cards to pose almost 100 tough questions to stimulate discussion, unleash big ideas and help teams prepare their most compelling, most persuasive, and most competitive bids. Bids that win.

JUDGES COMMENT: A good solution to retain and grow client revenue in a complex and ever-digitising B2B world. Based on strong research and experience, the use of tactile and relevant direct mail to showcase expertise in the bid space was very good. You lived up to your own advice with great research, insights and attachments – thank you.

NOT FOR PROFIT MARKETING



Ntegrity | Good Friday Appeal: The Good Friday Appeal – ntegrity

The Good Friday Appeal is an iconic event aimed at raising money for Melbourne's Royal Children's Hospital. Over the past 91 years the appeal had successfully engaged the community across a multi-channel traditional fundraising approach.

However, after Covid, it was evident they needed to retain the traditional channels but also invest in digital for future growth. In 2022 they came to ntegrity to take the fundraiser to its next stage of growth with a particular focus on digital.

Ntegrity took a new approach to the iconic faces of the appeal and Isla and Alex, two young cancer patients at the RCH, created the look and feel for the campaign. Ntegrity then created a detailed marketing strategy to share their story with donors.

Did the kids' campaign work? The target for digital was \$75,000 but the campaign raised \$742,000 – 10x the goal – while return-on-investment was 1,052%. The campaign raised a record \$22 million, a 29% increase YOY.



JUDGES COMMENT: The Good Friday Appeal was the clear winner in the Not for Profit Marketing category this year. It was a well thought out campaign informed by market research and target donor group analyses that provided excellent results across many levels – funds raised, return on investment and the ability to collect donor details from their digital channels. The creatives and children's stories used were on the mark and aligned to the brand essence of the appeal. Congratulations on a well deserved win!

PRODUCT OR SERVICE REVITALISATION



Brownes Dairy: Brownes Dairy Craft Cartons

Innovation and sustainability are key parts of the Brownes Dairy DNA, with their ambition to lead sustainability in dairy. In 2022, Brownes Dairy was the first in Australia to launch Tetra Pak's unbleached, renewable milk cartons.

The milk cartons have been improved on many levels, despite already being the lowest impact dairy milk packaging in the fridge. The cartons' materials are sourced from plants not fossil fuel, as they are made from fully renewable plant-based materials that are sustainably sourced with a certified chain of custody.

By switching to a plastic lining made from sugar cane, the carbon footprint of this package has been reduced by 16%, the weight has been reduced compared to regular cartons which improves transport efficiencies, and the carton packaging is produced using 100% renewable energy.

Approximately 5 million litres of milk will now be packed into these renewable cartons annually, with national distribution through a major retailer.

JUDGES COMMENT: *Demonstrating a position of sustainability without being accused of greenwashing, is not easy – particularly in an industry commonly viewed as having a high environmental impact. Brownes Dairy's meticulous approach to updating their milk packaging resulted in a tangible demonstration of their position with both brand and supply-chain benefits.*

Brownes fully plant-based cartons are responsibly sourced, made entirely with renewable energy, unbleached and 100% recyclable, and are easily identifiable at point of sale. This resonated so strongly with the consumer that sales increased by 36% in a matter of weeks. The company has ticked a lot of boxes with all the important stakeholder groups!

PUBLIC SECTOR MARKETING



Australian Broadcasting Corporation: ABC Gives

In 2021, ABC Marketing saw an opportunity to develop a national campaign from Australia's loved public broadcaster, to help vulnerable people in need over Christmas. The campaign brought together local fundraising efforts and charity partnerships to create a national campaign of unprecedented scale and impact. The campaign ran across all ABC platforms, building brand equity while increasing impact and fundraising.

ABC Gives was developed as the unifying brand idea. Easy to remember and understand, it created a strong platform on which to build fundraising campaigns. Importantly, the idea and creative were able to incorporate localisation, ensuring we could support 17 different charity partners across the country, retain the strong connection and impact the ABC had with local communities.

In its first year ABC Gives delivered fundraising and brand building, with over \$1.5 million raised. More broadly, ABC Trust increased from 61% to 65%, and the perception of the ABC's connection to local communities increased from 84% to 90%.



JUDGES COMMENT: *The approach to having a centralised campaign that could be leveraged by all states is marketing at it's best. The use of insights and design flexibility is what has made this entry a success. It is clear that it will continue to grow from strength to strength. Well done!*

SMALL BUDGET MARKETING



Aurora Marketing: Let's talk about bids, baby

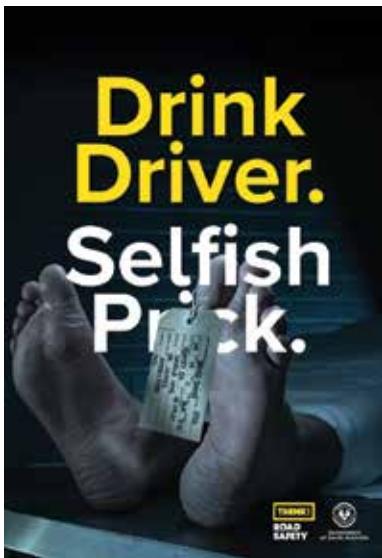
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JUDGES COMMENT: *Bid Talk is a clever initiative that differentiated Aurora Marketing from their competitors and also delivered their clients a valuable resource to help build their businesses. Combining the team's existing skills and experience with current market research meant Bid Talk was targeted and relevant to their target market. The clever tactile design was engaging and fun, which provided clients with a practical product enabling them to deliver compelling bids. This was a well-written submission from a team of clever marketers who are not afraid to think outside the square. The results achieved through this product and its strategic packaging and delivery are a perfect example of how far a small budget can reach.*

SOCIAL CHANGE MARKETING



South Australia Police – Media Road Safety Unit | Black Sheep Advertising: Drink Driving FY21/22 – *Selfish Prick*

Drink driving is a key issue of concern for the road safety community with an exhaustive number of approaches taken. Insightful research identified that the unifying motivator for drink driving, whatever the excuse, amounted to personal convenience. An innovative and leading-edge campaign, *Drink Driver? Selfish Prick*, leveraged that insight into an unexpected and boundary pushing message across a comprehensive multi-media and grass roots campaign.

Quantitative tracking proved the campaign had cut-through and delivered, exceeded all KPI's including the highest awareness seen in five years, led to reductions in drink driving and the lowest enforcement/detection rate in ten years. At a time when road safety communications were transferred to SA Police, and amongst community, media and political scrutiny, the innovative campaign proved the value of the newly embedded marketing team both internally and to external stakeholders, supplying increases measured in positive community sentiment toward SA Police.

JUDGES COMMENT: *Congratulations on a thorough submission and insightful campaign strategy which was well articulated and concise, with clear evidence of social marketing change. A very well constructed submission with an impactful campaign, which had ongoing benefits for SAPOL. Great use of research uncovers the barriers and segments the audience so that the creative and messaging could be tailored, and excellent to see research extended to impact on the SAPOL master brand. Impressive integration in execution using target appropriate channels with good integration of messaging and a creative execution that was on point.*

The results showed clear behavioural change, with KPIs met and additional benefits gained with positive brand association for other SAPOL campaigns. It's pleasing to see a definite connection to behaviour change with excellent consideration of the target market's 'social acceptance' triggers. Congratulations on creating a seriously great campaign – that worked.

SOCIAL MEDIA MARKETING



AEK Media: Tasman Eco

Tasman Eco is a household name for Australian parents who are looking for beautiful and practical nursery furniture. Their success was previously exclusive to their physical stockists, so they were looking to build their online presence as a direct-to-consumer brand.

Tasman Eco engaged AEK Media to help develop an ecommerce platform and create a social media campaign that educated parents about the Tasman Eco brand, its values and their products.

A sophisticated and visually compelling multi-stage social funnel was deployed with a variety of ad stories that guided parents through the multiple stages in their buying journey. This campaign reached over 390,000 parents in under a year, whilst successfully driving considerable ecommerce growth.



JUDGES COMMENT: *Tasman Eco is a sophisticated and visually compelling example of excellence in the use of social media and digital networking as a marketing tool. A multi-stage social funnel strategy, underpinned by a variety of ad stories, guided parents through the multiple stages in their buying journey. Exceptional results against pre-determined metrics and KPI have delivered considerable ecommerce growth and the 2022 Award for Marketing Excellence in the Social Media Marketing category.*

SPONSORSHIP EFFECTIVENESS



Great Southern Bank: Sponsorship of Brisbane Heat

In 2021, Great Southern Bank rebranded from Credit Union Australia (CUA), supporting its new purpose of “helping all Australians own their own home” and business goal of doubling its home loan market share by 2024. In such a competitive category, it was crucial to communicate the reasons clearly and meaningfully for rebranding to existing customers, whilst confidently launching a new chapter that would engage and attract new customers.

Their target audience was millennials (25-44), particularly First Home Buyers, many of whom see buying a home as increasingly out of reach. To engage them, they refocused their energy and refined the product range to live and breathe their purpose, while thinking and acting differently for maximum excitement and attention.

Great Southern Bank has been the Principal Partner of the BBL’s Brisbane Heat since 2016. The bank identified this partnership as providing the perfect environment (local heritage/national scale) to support their purpose and help communicate the rebrand. The challenge was to build awareness, engagement and understanding of the new brand and to demonstrate this through prompted brand awareness, consideration uplifts and key brand attribute uplifts (e.g. a brand for people like me).



JUDGES COMMENT: *I was pleasantly surprised in the high quality of each of the entries. Normally there is one entry that is a stand out, but this year it was very difficult to distinguish between the entries. However, there must be a winner and Great Southern have done an excellent job in the rebranding of the product. They have ticked the box in all of the tasks required and I compliment them on achieving the goal as set out in the submission.*

STUDENT ACHIEVEMENT



Chris Saxby

Chris had 20 years of experience but no formal qualification in marketing, so he embarked on tertiary studies in 2017 studying for an MBA majoring in marketing. Chris completed this in February 2022 after working on a major business project for multi-national consumer goods company Reckitt Benckiser.

At the same time, Chris has been working with international engineering, design and advisory company Aurecon as part of their Brand, Marketing and Communications Leadership team. He is looking to the future of infrastructure and interpreting what this means through multi-channel content, thought leadership and key messaging for his clients.

Chris is passionate about keeping the professional services industry engaging and exciting, and applying non-traditional marketing and communications techniques more familiar to the business-to-consumer sector. He regularly publishes and speaks at conferences, including at the Asia Pacific B2B Marketing Leaders Forum, as well as guest lecturing at UTS on what professional services marketers can learn from our FMCG counterparts.

In his broader market facing role, Chris is a champion of diversity and works with organisations to promote LGBTI inclusion. He was previously a Board member of one of Australia's oldest LGBTI sporting associations.

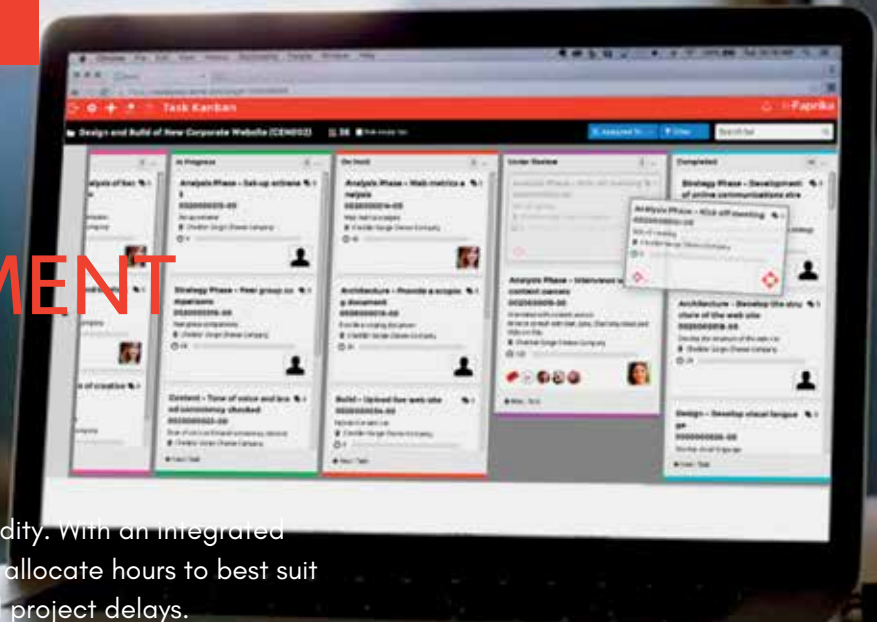
JUDGES COMMENT: *This submission was of a very high standard. The report was well written, thoroughly researched and of a contemporary nature. Gen Z are definitely the sustainability generation, making the focus of this research extremely topical.*



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