

## 2023 AMI MARKETING EXCELLENCE AWARDS ANNOUNCED

**Sydney, 13 October 2023:** [Australian Marketing Institute](#) (AMI) is proud to announce the 2023 national winners in the marketing industry’s premier awards for marketing distinction. The AMI Marketing Excellence Awards recognise 17 Campaign Categories and 11 Special Categories.

[The AMI Marketing Excellence Awards](#) has 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. The 2023 winners were announced and honoured at a gala dinner on the 12<sup>th</sup> of October at Fishburners in Sydney’s CBD.

The winners are a showcase of talent from across the marketing industry and honour individuals and organisations who have achieved extraordinary success from innovative and effective marketing practices.

AMI Chief Executive Bronwyn Powell said: “I congratulate the winners and all finalists in the AMI Marketing Excellence Awards. The quality of the award finalists and winners really are a reflection of the dynamic nature of the marketing industry. The judges have been blown away by the innovation and creativity on display in the Australian marketing landscape.”

The 2023 AMI Marketing Excellence Award Winners are:

Campaign Category	
Acquisition Marketing	Heritage Bank & Reprise <i>“Heritage Bank Digital Acquisition Refresh”</i>
Brand Revitalisation	Guts Creative <i>“A place to belong”</i>
Content Marketing	The University of Adelaide <i>“TikTok Content Creator Program”</i>
Creativity in Brand, Product or Service Marketing	Tourism NT <i>“Summer Campaign”</i>
Excellence in Customer Experience	Wink & Childcare Saver <i>“Childcare Saver”</i>
Data and Insight-Driven Marketing	Litter Prevention Unit at NSW Environment Protection Authority & NSW Government & OMD Australia <i>“Don’t be a tosser”</i>
Experiential Marketing	Mastercard & Octagon <i>“The Mastercard Sonic Trophy”</i>
PR Campaign of the Year	Norco Co-Operative Ltd & Red Havas Brisbane <i>“Sparking a national conversation on Farmer Mental Health.”</i>

Loyalty and Retention	Synchro Marketing <i>"Mobil Rewards"</i>
Not For Profit Marketing	Autism Spectrum Australia <i>"World Autism Understanding Day"</i>
Product or Service to Launch or Relaunch	Port Adelaide Football Club <i>"Herstory in the Making – Port Adelaide AFLW"</i>
Public Sector Marketing	NSW Government Brand and Communications Team, Department of Customer Service <i>"COVID-19 Winter Campaign – Little Things, Big Difference"</i>
Purpose-Led Marketing	Norco Co-Operative Ltd & Red Havas <i>"Putting the spotlight on farmers' mental health"</i>
Small Budget Marketing	Surge Marketing <i>"Early Bird Campaign"</i>
Social Media Marketing	South Australian Tourism Commission & Lily Hoffmann & Grace Flynn <i>"2022-2023 Video First Content Strategy"</i>
Sponsorship Effectiveness	Great Southern Bank <i>"Great Southern Bank's Sponsorship of Carlton Football Club – Build for the brand, designed for the fans."</i> Ego Pharmaceuticals <i>"Aquim Hand Sanitiser and the AFL: Addressing Clutter, Promoting Safety and Establishing Market Leadership."</i>
Sustainability Marketing	Compass Studio <i>"LINE Hydrogen launch and campaign funding"</i>
<b>Special Category</b>	
Certified Practising Marketer of the Year	Sarah Spence, Founder and CEO at Content Rebels
Chief Marketing Officer of the Year	Megan Keleher, Chief Customer Officer at Great Southern Bank
Emerging Marketer of the Year	Jessica Green, Marketing Team Leader at AFLW and Port Adelaide Football Club
Future Leader of the Year	Shaja Foster-Ho, Client Success Director at Loyalty of Wink
Independent Agency of the Year	The Claire Bennet Agency
Large Agency of the Year	Thinkerbell
Marketing Team of the Year	South Australian Tourism Commission
Life Members	Narendra Prasad Allan Godfrey
Sir Charles McGrath Awards	Sam Mostyn

Up to \$1 Million Campaign of the Year	Autism Spectrum Australia <i>"World Autism Understanding Day"</i>
Above \$1 Million Campaign of the Year	Litter Prevention Unit at NSW Environment Protection Authority & NSW Government & OMD Australia <i>"Don't be a tosser"</i>

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**About AMI:**

The Australian Marketing Institute (AMI) is the leading professional association for marketers in Australia. With a mission to advance the careers of marketers and elevate the marketing profession, AMI provides industry-leading training, certifications, networking opportunities, and resources to empower marketers and drive excellence in the field.

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