

2024 AMI MARKETING EXCELLENCE AWARDS ANNOUNCED

Melbourne, 17 October 2024: The [Australian Marketing Institute \(AMI\)](#) is thrilled to announce the national winners of the 2024 AMI Marketing Excellence Awards, the premier event recognising outstanding achievements in the Australian marketing industry.

For over 40 years, the [AMI Marketing Excellence Awards](#) have been the pinnacle of marketing recognition, honouring campaigns that showcase creativity, innovation, and impactful results. This year, awards were presented across 17 Campaign Categories and 11 Special Categories at a gala event held at Zinc, Federation Square, Melbourne.

The 2024 awards featured campaigns that spanned brand revitalisation, content marketing, experiential marketing, and data-driven strategies, reflecting the dynamic and evolving nature of marketing in Australia. Winners were chosen from a wide array of industries, showcasing the depth of marketing talent across the country.

AMI Chief Executive [Bronwyn Heys](#) commented: “Congratulations to all the finalists and winners of the 2024 AMI Marketing Excellence Awards. The level of creativity and strategic insight showcased this year was simply exceptional, highlighting the vital role marketing plays in driving business success across various sectors.”

The 2024 winners represent the best of Australian marketing, setting new standards for excellence and innovation.

2024 AMI Marketing Excellence Award Winners:

Campaign Category	
Acquisition Marketing	My Wealth Solutions <i>“Digital Value Campaign”</i>
Brand Revitalisation	Tassal <i>“Tassal, from its Tasmanian for Salmon to its Australian for Seafood revitalising Prawns”</i>
Content Marketing	Department of Transport and Main Roads <i>“A unique content led partnership to tackle drink driving in the regions – The Betoota Advocate and StreetSmarts”</i>
Creativity in Brand, Product or Service Marketing	Norco Co-Operative & CHEP <i>“Bouncing Beyond Category Norms with Cow’s Play”</i>
Excellence in Customer Experience	Talent International <i>“Redefining the contractor experience”</i>
Data and Insight-Driven Marketing	CulturalPulse & FIFA <i>“FIFA Women’s World Cup 2023 Multicultural Fan Engagement Program”</i>
Experiential Marketing	Central Park <i>“Benchmark: Central Arts at Central Park”</i>

PR Campaign of the Year	Sedgwick Communications & Southern Cross Travel Insurance <i>"Future of Travel 2023"</i>
Loyalty and Retention	Them Advertising <i>"Thirsty Camel – Camel Card Registration Campaign"</i>
Not For Profit Marketing	Out Of The Square <i>"The Big Ask"</i>
Product or Service to Launch or Relaunch	RID Australia <i>"Rid Insect Repellent Relaunch"</i>
Public Sector Marketing	Clemenger BBDO <i>"Be That Teacher"</i>
Purpose-Led Marketing	Juntos Marketing & Murrumbidgee Primary Health Network <i>"Connect, Your Way"</i>
Small Budget Marketing	Bloom Digital <i>"This is No Fair Weather Campaign!"</i>
Social Media Marketing	Traffik & Swisse <i>"Go The Swisse To Sleep"</i>
Sponsorship Effectiveness	Saatchi & Saatchi <i>"Behind every number there's a story – VISA"</i>
Sustainability Marketing	The Claire Bennett Agency <i>"ORIGINAL Tasmanian Timber"</i>
Special Category	
Certified Practising Marketer of the Year	Paul Everson, Director, Paper + Spark
Chief Marketing Officer of the Year	Joanne Smith, Chief Brand, Innovation and Communications Officer The Blackmores Group
Emerging Marketer of the Year	Alice Callaghan, Marketing Strategy and Proposition Manager, ANZ
Future Leader of the Year	Matthew Farnham, Marketing Manager, Move Bank
Independent Agency of the Year	Acorn Strategy
Mid size Agency of the Year	Paper + Spark
Large Agency of the Year	Thinkerbell
Marketing Team of the Year	SEEK Marketing
Life Members	Paul Nicolaou John Clay
Sir Charles McGrath Awards	Melanie Silva
Up to \$1 Million Campaign of the Year	CulturalPulse & FIFA <i>"FIFA Women's World Cup 2023 Multicultural Fan Engagement Program"</i>
Above \$1 Million Campaign of the Year	Clemenger BBDO <i>"Be That Teacher"</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.