

Australian Marketing Institute Announces 2025 Marketing Excellence Award Winners

Sydney, 15 August 2025, Australia's boldest marketers and sharpest creative minds were in the spotlight as the Australian Marketing Institute unveiled the winners of the 2025 AMI Marketing Excellence Awards.

Held at Sydney's iconic Ivy Ballroom, the annual Long Lunch brought together over 300 industry professionals for an afternoon of recognition, inspiration and high-impact connection. Guests enjoyed a curated Italian dining experience followed by sunset drinks in the Ivy Sunroom a fitting backdrop to celebrate marketing leadership and innovation at its finest.

This year's awards attracted a record number of entries, reflecting the growing calibre, ambition and strategic influence of marketers across the nation.

Kicking off the ceremony was a creative milestone in itself a fully AI-generated opening video produced by Brand IQ. Featuring an original soundtrack and AMI's signature diamond-themed brand identity, the piece demonstrated the cutting-edge potential of AI in marketing, setting the tone for a celebration of future-facing creativity.

Experience it for yourself: [Watch the AI Opening Video here](#)

Special National Award Winners

- The Lisa Ronson, Next Generation Marketing Leader Award: Maddie Jahnke
- Certified Practising Marketer of the Year: Katie Bennett-Stenton
- Chief Marketing Officer of the Year: Cath Brands
- Agency of the Year: Bonfire
- Marketing Team of the Year: QBE Marketing | Australia Pacific
- Life Member Award: Bruce McDonald

- Sir Charles McGrath Award: Professor Byron Sharp
- Campaign of the Year (Up to \$1M): *RSPCA SA Perfectly Adoptable* – Them Advertising
- Campaign of the Year (Over \$1M): *The Salvation Army & ntegrity*

National Category Winners

- Acquisition Marketing: WISE Employment & ntegrity
- AI-Powered Marketing Campaign: Prezzee & UNICEF Australia (*tie*)
- Brand Revitalisation: Guts Creative & Hunter Medical Research Institute
- Content Marketing: Zespri International Limited
- Creativity in Brand, Product or Service Marketing: Zespri International Limited
- Data & Insight-Driven Marketing: The Salvation Army & ntegrity
- Excellence in CX & Loyalty: StudyAdelaide & Outta Spatial
- Experiential Marketing: Zespri International Limited
- Not-for-Profit Marketing: Aspect
- Product or Service Launch or Relaunch: Eco Lodges – Peninsula Hot Springs
- Public Sector Marketing: Department of the Environment, Tourism, Science and Innovation
- Purpose-led Marketing: RSPCA SA Perfectly Adoptable – Them Advertising
- Small Budget Marketing: Bloom Digital
- Social Media Marketing: Kirstin Hams – Social Media Gippsland

- Sustainability Marketing: Coles Liquor Group

New Award Categories Introduced in 2025

The Lisa Ronson, Next Generation Marketing Leader Award that honours the late Lisa Ronson, a highly respected marketing leader, mentor, and trailblazer. Presented in her memory, the award celebrates young marketers showing leadership, impact and innovation, embodying the values Lisa championed throughout her career.

AI-Powered Marketing Campaign

This new category recognises excellence in leveraging Artificial Intelligence to enhance marketing strategy, execution and results. Judges evaluated how entrants used AI to drive innovation, personalise experiences, and achieve commercial and brand impact.

Bronwyn Heys, CEO of the Australian Marketing Institute, said:

“These awards go beyond recognising brilliant campaigns. They reflect the resilience, transformation and innovation redefining what marketing means in Australia. From AI integration to purpose-driven storytelling, our winners are setting the standard for what’s next in our industry.”

“It was an honour to celebrate alongside such exceptional talent from emerging marketers to seasoned CMOs. Congratulations to all our finalists and winners who continue to shape the future of marketing in Australia.”

Acknowledgements

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