



2026 AMI MARKETING EXCELLENCE AWARD WINNERS ANNOUNCED

Sydney, 11 September 2026: The Australian Marketing Institute (AMI) is proud to announce the national winners of the 44th AMI Marketing Excellence Awards, recognising outstanding achievement across Australia’s marketing profession.

For 44 years, the AMI Marketing Excellence Awards have recognised excellence in Australian marketing, celebrating the strategic thinking, creativity, innovation and measurable impact of marketers, teams and organisations across the country. The 2026 Awards attracted a **record 258 entries**, demonstrating the strength and breadth of marketing talent across Australia. This year, awards were presented across **17 Campaign Categories and 11 Special National Award Categories**.

The winning work spans **brand revitalisation, customer experience, data and insight, AI and technology, content and social media, public sector marketing, sustainability and purpose-led marketing**, reflecting both the diversity of the profession and the rapidly evolving environment in which marketers operate.

AMI Acting CEO Kathryn Illy said: “Our 2026 winners reflect the increasingly important role marketers play in driving growth, building brands, understanding customers and creating meaningful impact for organisations and communities. What stands out is the combination of strong strategic thinking, creativity and execution across such a diverse range of sectors and organisations. Congratulations to all our finalists and winners on this significant professional achievement.”

2026 AMI Marketing Excellence Award Winners

Campaign Categories

Acquisition Marketing	LJ Hooker “ <i>The Difference</i> ”
Australian Made Excellence Award	Tambo Teddies Pty Ltd “ <i>Tambo Teddies - Childhood Friends for Life</i> ”
B2B Marketing Excellence	Affinda & Content Rebels “ <i>How Affinda Became Unmissable in B2B Search</i> ”

Brand Revitalisation	Patties Food Group & TBWA <i>"Lean Cuisine 'Listen To Nobody But Your Body'"</i>
Content & Social Media Marketing	Apparent & GTI <i>"The Wake Up Call"</i>
Creative Effectiveness	Apparent & GTI <i>"Answer the Call"</i>
Data & Insight Driven Marketing	Department of Customer Service NSW <i>"SafeWork NSW Irreplaceable Advertising Campaign"</i>
Excellence in Customer Experience	Children By Choice & 3 Phase Marketing <i>"Empowering Reproductive Autonomy: A Digital-First CX Transformation"</i>
Excellence in the Use of AI & Technology	Affinda & Content Rebels <i>"The AI Content Engine Built to Be Given Away"</i>
Experiential and Event Marketing	Hunter Medical Research Institute <i>"HMRI Poo Palace"</i>
Marketing Strategy	Priceline Pharmacy Wesfarmers Health <i>"Anything Menopause Campaign"</i>
Not for Profit Marketing	Bravehearts & Engine Group <i>"Bravehearts - Grooming Hides Behind Harmless"</i>
Product or Service Launch or Relaunch	Priceline Pharmacy Wesfarmers Health <i>"Anything Menopause"</i>
Public Sector Marketing	Department of the Premier and Cabinet & South Australia Police / Showpony <i>"Young Drivers - 'Sucks to be You'"</i>
Retention & Loyalty	HCF / Wink <i>"HCF Thank You App"</i>
Small Budget Marketing	Down Syndrome NSW / The Creative Collective <i>"Down Syndrome NSW - EOFY Tax Appeal"</i>
Sustainability and Purpose Driven Marketing	Sydney Water / Elastic (Part of IVE Group) <i>"Sydney Water Royal Easter Show Brand Activation"</i>

Special Award Categories

The Lisa Ronson, Next Generation Marketing Leader Award	Laura Jeffries, Associate Product Marketing Manager - Google
Certified Practising Marketer of the Year	Steve Fontanot, Commercial Managing Director, APAC, Havas Red & Managing Director, Havas Blvd

Chief Marketing Officer of the Year	Caroline Raj, Senior Director, Marketing - ServiceNow
Future Leader of the Year	Katherine Venus, Head of Small Business Marketing - NAB
Marketing Team of the Year	Origin Marketing Team
Agency of the Year (Under 50 employees)	Paper + Spark
Agency of the Year (Over 50 employees)	Apparent
Life Member	Bronwyn Heys & Chris Taylor
Sir Charles McGrath Award	Andrew Thornton
Marketing Campaign of the Year (under \$1 Mil)	Bravehearts & Engine Group “ <i>Bravehearts - Grooming Hides Behind Harmless</i> ”
Marketing Campaign of the Year (over \$1 Mil)	Department of Customer Service NSW “ <i>SafeWork NSW Irreplaceable Advertising Campaign</i> ”

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About AMI

Be inspired, connected and confident in an ever-changing marketing landscape with the Australian Marketing Institute (AMI). Since 1933, AMI has been the leading professional body for marketers in Australia, committed to supporting the development and advancement of the marketing profession. Through professional development, accreditation, industry recognition and connection, AMI helps marketers build the capability they need to progress their careers and create greater impact within their organisations. For more information visit ami.org.au.

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