

# 2018 AMI AWARDS FOR MARKETING EXCELLENCE

Recognising Marketing Excellence since 1982

2018 State Winners eBook





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# SPECIAL AWARDS

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# WINNERS BY STATE





# NSW WINNER

## CHIEF MARKETING OFFICER OF THE YEAR



### Ben Allen

General Manager  
Group Marketing,  
Stockland

When a company is turning its product focus and point of view inside out, you had better be certain that you could engage hearts and minds and deliver measurable results.

Ben Allen has achieved just that as General Manager of Group Marketing at Stockland, combining innovations at all levels with science-based creativity, demonstrating the rewards of inclusiveness and active listening within the organisation and in its daily exchanges with customers.

Establishing new methods of interacting internally, upgrading skills and implementing new and robust data harvesting to enable this customer-focused switch in thinking has driven remarkable results in a relatively short timeframe and with no relative increase in marketing spend.



# QLD WINNER

## CHIEF MARKETING OFFICER OF THE YEAR



### Keith Stanley

Managing Director,  
Marketing Express

Keith has extensive experience in leading small, local and global businesses both as Owner, CEO, CMO, and General Management. As a leader of people and networker with a results driven approach he has succeeded in delivering results and building respect and loyalty. Strategically he is known for an innovative and executable approach and practical solution based execution and project management. Disruptive technologies and companies are the dream of investors. They exist in every company, disruptive label or not. Keith believes properly understanding the customer will change how an experienced marketing organisation views their investment and targeting.

The travel agent industry has been based on the concept of suppliers paying a commission to agents for sales.

A simple model used in almost every industry in the world. They are agents for other people's product.

A retailer focuses on how to best meet their customer's needs and finds or develops products to stock their shelves with. An agent only offers the products its suppliers decide on.



# VIC WINNER

## CHIEF MARKETING OFFICER OF THE YEAR



### Ric Navarro

Global Director Marketing & Communications,  
Norman Disney & Young

Ric Navarro began his career as a journalist and media advisor, successfully managing communications for Prime Minister John Howard's Supermarket to Asia program. Over his career Ric has led the communications and external affairs for a number of leading brands across FMCG, infrastructure, sporting, mining, and built environment organisations, where he implemented and managed marketing, corporate communications, digital strategy, corporate social responsibility, stakeholder management and client-centricity programs.

As the Global Director of Communications & Marketing for NDY, Ric leads the strategic and tactical delivery of the firm's communications and marketing objectives across all global operations. His strategic, results driven approach contributes to NDY's commercial outcomes, operational

performance, client-centricity programs, and business growth . Ric is also a member of the NDY Charitable Trust Board, and a past member of the Australian Marketing Institute (Vic) Committee.

In October 2017, Ric was recognised as one of Australia's Top 20 CMOs, furthering his Top 50 ranking in 2016.

In 2017 Ric was also listed as one of the world's Top 40 Most Influential Global Marketing Leaders by the World Marketing Congress.

Ric is also the author of the recently published, 'Marketing with Purpose: a C-Suite guide to being truly customer-centric'.



# WA WINNER

## CHIEF MARKETING OFFICER OF THE YEAR



### Rene LeMerle

Global Director Marketing & Communications, Bonfire

As market sentiment turns and companies demand more fiscal and behavioural accountability from their agency partners, it's no longer okay to operate on the basic channel management principles of bygone years. Full-service agencies are being overlooked as brands seek out a strong return on investment from every element of their marketing mix. The time efficiencies of a one-stop shop are being sacrificed in favour of specialist operators who irk out those small incremental wins that will improve bottom-line performance.

While economic conditions have been tough, there has been no shortage of new “marketing/digital marketing” agencies entering the market. And surprisingly little attrition or consolidation. With this comes exceptionally elevated levels of competition and obvious challenges

in getting marketing cut through. The perceived service differentiation is particularly difficult in these conditions..

As Bonfire's Head of Marketing, Rene has successfully repositioned the agency's place in the market over the last 12 months which has contributed to much of its success. Combined with his work giving back to the larger marketing community, he is the Chief Marketing Officer of the Year



# NSW WINNER

## CERTIFIED PRACTISING MARKETER OF THE YEAR



### Melanie Lindquist

Head of Client Strategy,  
Adshel

Melanie Lindquist is a passionately unique marketer resolute in developing the value and stature of marketing as a profession. Her focus on building this marketing value is not contained to brands she is employed by, but also through her volunteer work in the industry, mentoring of other marketers (emerging and established) and in her work at a policy and strategy level; all of which continually lifts the discipline of marketing as a profession.

In her current role, she uses her marketing strength to lead Adshel's Audience Intelligence specialists and Client Strategists to empower Adshel staff and clients with insight-led knowledge, category intelligence and marketing sensibilities when considering mediums. Underpinning this work is her passion for industry development. She personally contributes to marketing

lecturing, input on not-for-profit committees, industry state chapters and elected board roles that support marketing and digital industry growth.

Extending upon this is her commitment to the new generation of marketers. Mentoring continues to be part of her personal fabric, mentoring emerging and established marketers, guiding them to be the best version of themselves and investing in giving back to the industry.

All of which she believes will raise the profile of marketing as a profession.



# VIC WINNER

## CERTIFIED PRACTISING MARKETER OF THE YEAR



B R A V E D A



### Nina Christian

Founder and Leader  
Marketer, Braveda

Modern Marketing is a moving target, and many young marketers, especially graduates, are feeling overwhelmed and frustrated. Many have given up years to study, only to come out and find that the landscape is completely different (and much tougher) than they were expecting.

Nina's work tackles the biggest challenges facing new marketers and how these are being overcome through innovative Marketing Immersive Experiences, Mentoring at Scale and other pioneering approaches that are equipping marketing graduates to get their foot in the door, become "in-demand" marketers, and go on to get great marketing jobs that match their strengths and passions.



# QLD WINNER

## CERTIFIED PRACTISING MARKETER OF THE YEAR



### Demetri Hughes

Managing Director & Brand Counsel, 1Up Communications

Demetri Hughes, the Managing Director of 1Up Communications, a branding and crisis management consultancy with the knowledge and know-how to deliver tailor-made Marketing and/or Public Relations solutions for small, medium and large organisations across all industries and types. Their services also include training programs that are ideal for staff, managers and senior executives/boards seeking to rapidly grow their competencies and capabilities, and to build their business advantage.

As the longest serving State Chair, previous 2016 CPM of the Year in Queensland and 2016 Honorary Life Member, Demetri has had a rich career at the AMI with earlier appointments as Councillor and Deputy Chair. He has led initiatives with the

Queensland State Committee that facilitated a yearly growth in state membership and number of new Certified Practising Marketer (CPM) practitioners, making Queensland consistently the third largest state for the AMI.

Demetri has regularly engaged with all new CPMs, electing to personally award them with their certification and in the course of conversations discussing their member input.



# SA WINNER

## CERTIFIED PRACTISING MARKETER OF THE YEAR



**Rod Buchecker**  
Chairman,  
The Executive Connection

Rod Buchecker is one of Australia’s most highly regarded marketing communications professionals. After 15 years as a Director of leading advertising agency, Clemenger BBDO Adelaide, and eight years with USP Needham and Y&R Melbourne and Adelaide prior, he is known for delivering sustainable and strategic solutions to assignments on global brands both in Australia and internationally.

In early 2009, Rod established his Adelaide based consulting practice, Rod Buchecker Strategic Brand Management, specialising in brand strategy, marketing communications, and consumer insight. The practice works closely with CEOs and Senior Executives across a wide variety of Public and Private clients.

Rod is an active member of the Australian Institute of Directors and a Chair for the Executive Connection, part of Vistage, the worlds largest CEO network. Assembling

and facilitating private group meetings for CEOs, senior executives and business owners, The Executive Connection members participate in monthly, Chair-led private group meetings. More than 20,000 members in 16 countries also have access to one-to-one executive mentoring, expert speakers, and our global network of business leaders.

Rod is also a recognised Ambassador for Thought Leaders Global and an expert in helping people and organisations find their focus through the power of Thought Leadership. The result is crystal clear direction for future growth, always.



# NSW WINNER

## MARKETING TEAM OF THE YEAR



### Secure Parking Marketing Team

Secure Parking has built a position as market leader in the Australian Car Park Industry through a focus on innovation and improvements in customer satisfaction. Secure Parking's success has been achieved through an emphasis throughout the business of continual improvement in technology and the service we offer to our customers.

In 2016, it was identified that Secure Parking was not adequately addressing the changing needs of the market via its Website and Secure-a-Spot. In addition, our Customer Service team was not adequately handling the volume of inbound queries and as a result we were slow in responding to and resolving issues.

Secure Parking was faced with the challenge of addressing the needs of the market or potentially experience continued downturn in revenue.

In the past 12 months, the Secure Parking Marketing team have developed a range of innovations that have improved the service we offer to our customers and implemented a series of growth initiatives that have directly contributed to improvements the performance of the business.

As a result of the introduction of these innovations we have experienced both an increase in online revenue and a significant improvement in customer service response time.





# QLD WINNER

## MARKETING TEAM OF THE YEAR



### RACQ

#### Marketing Team

We have an amazing marketing team that has played a crucial role in delivering and resulting in brand value for RACQ. Over our 113 years of existence, RACQ's product and service range has grown extensively over 100 products and services to meet the needs of Queenslanders. This increasing number of products and services is both our greatest strength and challenge.

Amid an unprecedented amount of change in business operations following the merge of QTMB to become RACQ Bank in September 2017, increased competitors and a growing threat of industry disruption, it was evident that there was a need to revitalise the RACQ brand.

To remain relevant for Queenslanders now and in the future, we developed a brand platform, 'More for members' that was able to communicate our unique brand proposition and member value.

It was the first time in over four years that the RACQ Marketing team had tackled a full creative refresh across our entire group portfolio of products both paid and owned channels. Our new campaign architecture based on a tiered framework across Brand, member-led ecosystems (grouping our products around mobility, home and banking) and individual product lines, revitalised our brand differentiation with a unique look and feel.





# SA WINNER

## MARKETING TEAM OF THE YEAR



### Motor Accident Commission 2017 Marketing Team

In South Australia, car crashes cause approximately 97 fatalities and 743 serious injuries each year at an economic cost of around 1 billion dollars, to say nothing of the physical and emotional trauma to families and communities.

The Motor Accident Commission marketing team are responsible for road safety communications and education in South Australia, contributing to improvements in road safety by creating 'safer drivers' while other lengthier and costlier interventions, such as road and infrastructure improvements, continue. After privatisation of the CTP function, MAC are currently 100% operationally geared

toward road safety communications. In an environment that is increasingly scrutinising communication funding, it is imperative the MAC marketing team continues to demonstrate a robust and effective program of activity. MAC's comprehensive 2017 marketing plan was prosecuted successfully, yielding both awareness and behavioural improvements. Branding research identified a near saturated awareness of the MAC brand with highly positive associations of our influence and currency within the community, demonstrating the importance and efficacy of communications in contributing to the State's health and wellbeing.





# VIC WINNER

## MARKETING TEAM OF THE YEAR



### Mercer

#### Mercer B2B Marketing Team

Mercer's B2B Marketing Team is a small, dynamic team of eight members looking after brand, PR/Media, social/digital, internal comms, operations and campaigns. Our team's official purpose is to drive brand awareness and consideration, as measured by qualified leads.

However, we prefer to think of it as having fun, while delivering memorable campaigns. We are proud to be a diverse team - not only in gender, culture and age, but also in perspective. Each of our people brings a unique skill set, background and breadth of experience. By supporting a culture of knowledge sharing and collaboration, we bring to every project the strength of each

individual to create outcomes that are always more than the sum of their parts.

Our strategies are set in collaboration with our CMO in Europe and our Sales Director in Australia. This strong partnership has had us punching well above our weight in the past 12 months, delivering significant value for the business including new sales, rich media coverage, and building our brand internally and externally - all resulting in 2017 being Mercer's biggest sales year.





# WA WINNER

## FUTURE LEADER OF THE YEAR



### Gabe Mach

Digital Advertising Manager,  
Bonfire

Gabe Mach is a digital marketing specialist with nearly a decade's experience in the digital marketing field. Presently the Digital Advertising Manager at Bonfire, he identifies as an entrepreneur, geek, storyteller and happiness enthusiast. He has shared in the success of thousands of businesses across Australia and internationally, and has developed a finely-tuned and ever-evolving skill set of generating business for companies in the online marketplace. In the past year, he has received acknowledgement of his analytical and digital marketing ability, as the winner of the 2017 AMI Data-Driven Marketing and Advertising award.

Gabe recently presented at Google Partners event entitled 'Rethinking Measurement for Growth' to business owners, marketing managers and coordinators, and agencies.

In the past months, he has been guest lecturing as an alumnus at Edith Cowan University to both undergrad and postgrad students in the marketing discipline.

Within Bonfire, Gabe leads a team of 3 extremely talented paid advertising specialists. Additionally, he conducts monthly training of 35+ staff, often using successful case studies, new technology and emerging trends across the analytics and paid advertising space.

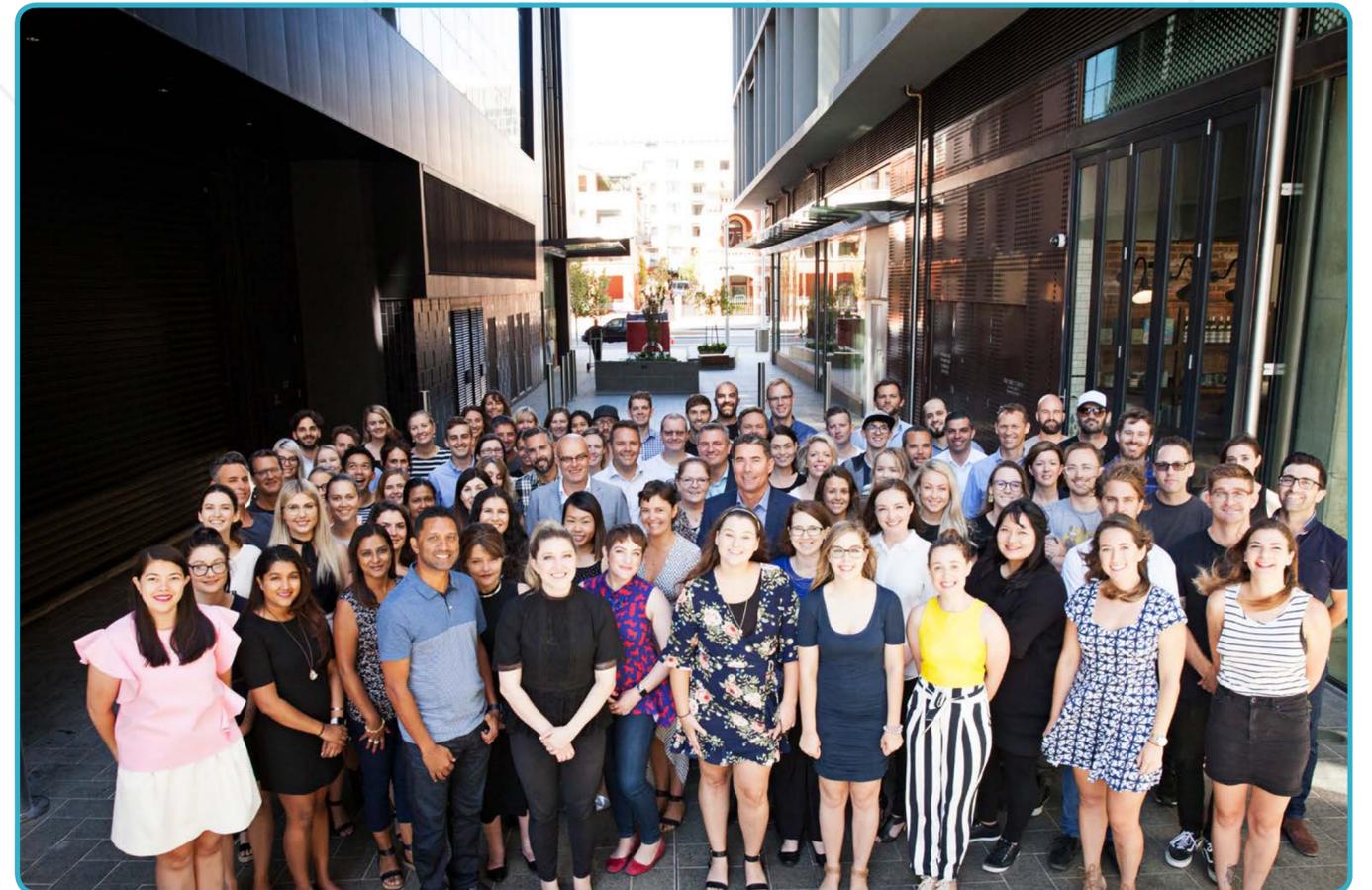


# WA WINNER

## BEST MARKETING AGENCY OF THE YEAR

the brand agency **The Brand Agency**  
Marketing Team

2017 was a stellar year for The Brand Agency. A year of record-breaking revenue and new business wins. During 2017, we found our true purpose, we moved location, we established three new businesses, we won WA's most iconic and important client, we attracted the best overseas and interstate talent. We grew a lot, and we got even better. But most importantly, we helped our clients build strong brands which brought prosperity to our community. bring to every project the strength of each individual to create outcomes that are always more than the sum of their parts.





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# QLD WINNER

## BRAND REVITALISATION



### Goodstart Early Learning

#### Unleashing the Goodstart Brand

Goodstart is Australia's largest provider of early learning and care, operating 649 centres in all States and Territories of Australia. As a not-for-profit social enterprise, we exist to improve the lives of Australia's children. Along with our size and scale, Goodstart stands out for our support of vulnerable children and our advocacy on behalf of the entire early learning sector to secure improved investment in quality early learning.

The issue - Despite Goodstart's not-for-profit status and powerful commitment to improve the lives of Australia's children, opinion of the Goodstart brand was poor. Low NPS scores and customer feedback that Goodstart was the "McDonald's of childcare" made it clear the organisation had failed to articulate our social purpose roots and compelling "why".

The solution - In 2016, we embarked on a thorough internal discovery to unearth Goodstart's unique attributes and to better articulate our value proposition. Partnering with a new creative agency, we developed a comprehensive strategy to re-energise the brand and give it a clear point of difference in the marketplace. This included a refreshed visual identity, an internal campaign to awaken employee pride and an external.



# QLD WINNER

## CONSUMER ACQUISITION MARKETING



### RACQ

#### RACQ Pet Search

As new player in the Pet Insurance market, RACQ was faced with the challenge of creating awareness in already cluttered market.

To resonate with Queensland pet owners, RACQ need to create a truly unique campaign that allowed pet owners to show off their pets and interact with each other and the brand.

The RACQ Pet Search competition invited pet owners to upload a picture or video of their pets in order to win monetary prizes as well as pet fame. The competition not only created brand awareness but also provide RACQ with marketable database of pet owners in Queensland.

With over 32,000 entries, massive engagement and direct sales the competition was deemed a huge success.





# QLD WINNER

## CONSUMER RESEARCH INSIGHTS



## Queensland Health Queensland Health BreastScreening Campaign

Breast cancer is the most common cancer diagnosed among Queensland women and the second highest cause of cancer-related death. Being female and getting older are the biggest risk factors in developing breast cancer with most breast cancers occurring in women aged over 50 years of age (over 75 per cent of women who are diagnosed are in this age group).

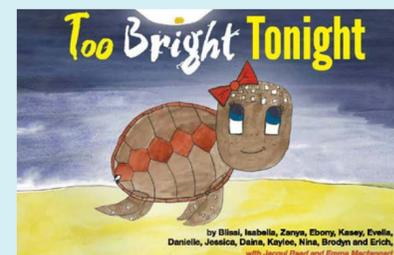
The most effective proven method of intervention, to reduce death and illness from breast cancer, is through regular screening.

The One More Thing campaign was developed to encourage women in the target age group to make screening a priority for their health, and to book a breast screen with BreastScreen Queensland every two years. High uptake and regular participation in the BreastScreen Queensland program is critical for screening to be successful in reducing deaths from breast cancer.



# QLD WINNER

## CORPORATE SOCIAL RESPONSIBILITY



## Hinkler Central Shopping Centre Too Bright Tonight Campaign

QIC's Hinkler Central is a shopping centre located in Bundaberg, Queensland, that caters to a family-centric and environmentally conscious community. As part of this community, Hinkler Central seeks to contribute to local organisations that take responsibility for environmental stewardship, and as part of this commitment entered into a partnership with Mon Repos Turtle Centre in 2016/2017.

Australia's loggerhead turtles are facing an uncertain future and light pollution is enemy number one. If a disoriented female fails to find a dark spot to nest, she will resort to a sub-standard position or lay her eggs in the ocean; resulting in a slim survival outlook.

Hinkler Central's Too Bright Tonight campaign was implemented to champion Bundaberg's passion and relentless activism to support the future of the loggerhead turtle at a local level.

Too Bright Tonight successfully raised awareness of the impact of light pollution within the turtle's habitat and the initiatives were embraced by the local community. The campaign reached well above each set objective. However, our proudest accomplishment has been educating the community on the issues and solution for saving the loggerhead turtle, which will continue to deliver a positive impact on future generations of the turtles and the Bundaberg community.



# QLD WINNER

## CREATIVITY IN BRAND, PRODUCT OR SERVICE



### UnitingCare Queensland Blue Care 'Always' Brand Campaign

Blue Care, the consumer brand of UnitingCare Qld, was faced with the biggest challenge in the brand's 60 year history, with unprecedented government reform driving fierce new competition within the aged care market.

Blue Care is one of Queensland's most experienced and trusted aged care providers. Despite a proven history of offering great service, we were faced with several significant challenges that presented a serious threat to our ongoing success.

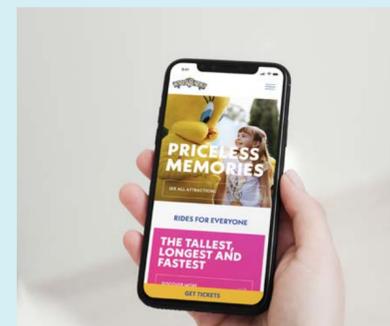
Blue Care is an organisation with a rich history – our challenge was to evolve the brand to ensure it remained relevant in a highly competitive and changing market. Like many brands, we had fallen into the trap of talking about ourselves. We needed to start focusing on our customers and what our service means to them. There was a real risk that we would lose relevance with our customers and with this lose our standing as Queensland's leading aged care provider.

More than twelve months on from campaign launch we are delighted with the results that continue to deliver sustained commercial benefits. Drawing on a solid customer understanding and a clear business and marketing strategy we have delivered a creative brand campaign that continues to inspire positive market and consumer perceptions.



# QLD WINNER

## CUSTOMER EXPERIENCE MARKETING



### Guerrilla Village Roadshow Theme Parks Global Website Platform

Village Roadshow Theme Parks own and operate 5 theme parks on the Gold Coast including, Movie World, Sea World, Wet 'n' Wild, Paradise Country and Australian Outback Spectacular. In the wake of the tragedy at Dreamworld (a competitor) in 2016, the business has suffered a decline in sales due to consumer confidence around the theme parks category.

The challenge the business faced was the need to differentiate their offering from competitor brands. The focus was to deliver a more premium offering through better customer experience and as an initial step, the business needed to align their owned digital marketing assets with the experience they were looking to provide in-park



# QLD WINNER

## EDUCATION



### Brisbane Girls Grammar School Dorothy Hill Observatory – Inspiring Wonder and Awe

Brisbane Girls Grammar School is one of Australia’s leading girls’ schools. An academically non-selective, independent, secondary school, Girls Grammar provides a broad, liberal education for 1380 girls, establishing the educational foundation for young women to contribute confidently to their world.



BRISBANE GIRLS GRAMMAR SCHOOL

In 2017, the School unveiled an Australian first for a girls’ school: a remotely operated observatory. Located at the School’s Outdoor Education Centre, the Observatory provides an array of enriching experiential learning opportunities, reflecting the School’s strategic objectives:

- Contributes to a learning environment that fosters a culture of deep learning (systematic curiosity in teaching, learning and research)
- Cultivates an environment that strives for excellence ethically and imaginatively (judicious and ethical action)
- Inspires girls to dream, test the unfamiliar and develop leadership skills (lifewide learning)
- Nurtures a culture where resources are optimised for the benefit of students, and broader community (stewardship and sustainability)
- Maintains a purposefully engaged school community (purposeful community engagement).

The Dorothy Hill Observatory honours alumna, Professor Dorothy Hill – the first female professor at an Australian university – and was launched during World Space Week 2017 (4 to 10 October). A communications strategy was developed to support the launch of this highly innovative learning asset.



# QLD WINNER

## FINANCIAL SERVICES MARKETING



### Credit Union Australia/Carat GOOD MOVE: Brand & Response Tactics Working Together, Delivering Results Across Summer for CUA

How does a small player in the finance category cut through to deliver significant growth in Brand and Response metrics?

The answer for CUA was a whole-of-business marketing strategy covering the full member journey – from awareness through to purchase.

Across spring and summer 17/18, CUA built momentum with a consistent home loan marketing program that established the brand and went beyond promoting just a strong rate.

CUA combined this activity with a marquee sports sponsorship activation of The Brisbane Heat in the Big Bash League.

The result was a holistic campaign that was greater than the sum of its parts. It delivered significant uplifts from the top to the bottom of the marketing funnel:

- Unprompted brand awareness and consideration doubled
- Organic home loan enquiries went up 116%





# QLD WINNER

## INTEGRATED MARKETING COMMUNICATIONS



### AVID Property Group

#### Harmony by AVID Property Group

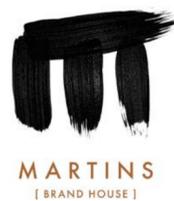
Harmony generated sales volumes within one year that exceeded its direct competitor and smashed its own targets by over double. Furthermore it realized sale prices well in excess of expectations.

All the more remarkable is that Harmony launched with a land parcel that offered little to inspire buyers. By bringing the entire project team together with a shared vision and passion to challenge convention, Harmony unveiled a new offering to the market that won the hearts and minds of homebuyers.

The marketing strategy adopted principles of delivering a totally integrated experience across all touch points:

- Place making – integral to marketing to create a destination experience that exceeded buyer expectations and generated positive ‘word on the street’ about Harmony as a ‘must visit’ address.
- Media – included regional TV, local radio, and press, realestate.com.au, Facebook, Instagram, Google Search and SEO.
- Sponsorship – of premiership winning local heroes, Sunshine Coast Lightning netball team, incorporating them within marketing campaigns.
- PR – proactive content, leveraging multimedia platforms, to promote new initiatives that define Harmony as a fresh address that breaks from convention.

The results for Harmony as a project are exceptional, but so too for AVID as the developer, that has earned a strong reputation.



# QLD WINNER

## MARKETING COMMUNICATIONS: B2C AND B2B



### Stockland Gladstone

#### The Verandah at Stockland Gladstone

Situated 6km from the CBD, Stockland Gladstone has serviced the local community for 40+ years. The sub-regional shopping centre covers a GLA of 28,654 m/sq, is the largest enclosed air-conditioned retail environment located within the MTA, is the only DDS offer in the region and offers a Coles, Woolworths, Kmart, Big W, Target, Best&Less, The Reject Shop and 51 specialties stores.

Despite having a varied QSR/takeaway food offer, Stockland Gladstone casual dining precinct, the verandah, was not meeting expected market share in food catering. Category leakage was 62% in the TTA.

With consideration of contracted economic conditions and population decline in the region, traction for food catering had been adversely affected by competition for evening trade. Price driven and targeted at couples with dependent children, 49.8% of the TTA population.

The issue compounded by: no common seating; all category tenants located on the building’s exterior and vulnerable to weather conditions; no children’s play-space. To change the perception of the verandah casual dining offer to a more family-friendly location, the centre developed a family/food oriented campaign to increase dwell time, foot traffic, repeat visitation and grow sales. This engaging, and multi-faceted campaign was the first of its kind for the centre.





# QLD WINNER

## NON-PROFIT MARKETING



# Guerrilla

# Bleach\*

festival

## Guerrilla/Bleached Arts Bleach\* Festival 2018

Bleach\* Festival 2018 played an important role as the arts and cultural offering of the 2018 Gold Coast Commonwealth Games.

As a not-for-profit organisation, Bleached Arts who operate the festival and Guerrilla, had the pressure of developing an integrated marketing campaign that promoted and highlighted the unique festival offering with limited budget, knowing that this year's festival was going to be on the world stage.



# QLD WINNER

## PUBLIC SECTOR MARKETING



# CLEMENGER

## Department of Transport and Main Roads/Clemenger Brisbane Get Set for the Games

For the first time ever, the Commonwealth Games would be held in a regional city.

Athletes, officials and 1.2 million ticketed spectators would need to move around the Gold Coast quickly and in great numbers, without the public transport infrastructure of a city like London or Sydney. A significant behaviour change was required to get people out of their cars and off the roads.

This challenge was compounded by the fact that Gold Coast locals are exceptionally reliant on their cars, and resistant to alternatives like public transport, walking and cycling. Working to targets greater than that of the 2014 Glasgow Commonwealth Games, we exceeded all expectations, with a 35% behaviour change, 53% change in attitude and 98% awareness.

Our integrated Traffic Demand Management (TDM) campaign was strategically developed from best-practice learnings, community insights and a robust research methodology. Over 60 master messages ran across 5 phases, resulting in a highly engaging, nuanced, and effective campaign comprising thousands of individual touchpoints. Get Set for the Games was the most comprehensive MarComs program we had ever implemented.

The campaign was a resounding success, ultimately achieving our aim of a successful Games, and launching a legacy of changed behaviour that will continue beyond the event itself.



# QLD WINNER

## SOCIAL MEDIA AND DIGITAL MARKETING



### RSPCA Queensland /Liquid Interactive #Adoptabull

RSPCA Queensland had an overflow of rescue bull-type dogs in its shelters, due to the damaging stereotypes surrounding the breeds. It wanted to change perceptions by promoting the dogs as fun-loving animals that were suitable for adoption.



INTERACTIVE

So, RSPCA Queensland partnered with Liquid Interactive to create a social media campaign that changed the way people perceive rescue bull-type dog breeds, debunk the myths surrounding these dogs and encourage positive conversation about the breeds.

In the two weeks from 15 March – 28 March 2017 that the campaign was live, we saw a 44% growth in the adoption rate of bull-type breeds, and received an enormous amount of positive user generated content.

Animal adoption is a high-involvement, emotional decision. By revealing the lovable nature of bull-type dog breeds and encouraging wider conversation, RSPCA Queensland changed perceptions and saw a leap in adoptions.



# QLD WINNER

## SOCIAL MARKETING AND SOCIAL CHANGE



### BCM/Department of Transport and Main Roads Phone Down, Chin Up

In a world that is increasingly obsessed with mobile technology, the distraction of mobile phones while driving represents one of the biggest challenges for road safety authorities globally. 3 in 4 Queenslanders admit to it, and it is largely accepted as normal behaviour.

At the annual Co-Lab event conducted by the Queensland Department of Transport and Main Roads, young people were encouraged to develop communication solutions to address this issue.

The winning campaign idea was further developed with BCM and the successful Co-Lab team and produced as a full social/online campaign targeting young Queensland drivers.

Informed by new information about our inability to successfully multi-task, the 'Phone down, Chin up' campaign depicted exaggerated scenarios in which drivers were immersed in another world, the one relating to the content that they may be consuming on their phone.

Post-campaign evaluation confirmed that 60% of young drivers claimed to have taken action to change their behaviour as a result of seeing the campaign. 98% agreed they realise that using your mobile phone while driving is very risky. Campaign engagement was amazingly high on social media, with over 20,000 direct engagements such as likes.





# QLD WINNER

## TOURISM & HOSPITALITY MARKETING



### Sunshine Coast Council

#### Welcoming the Commonwealth to the Sunshine Coast

Leading up to the 2018 Commonwealth Games, Sunshine Coast hosted 500 visitors from nine countries training for Commonwealth glory, making it the nongames destination with the largest range and number of pre-Games visiting athletes and officials.

To leverage this unique opportunity, Sunshine Coast Council and key stakeholders activated the “Welcoming the Commonwealth” project, delivering;

- Team engagement
- Community engagement
- Marketing and media engagement

The project ensured teams were warmly welcomed, well looked after and well prepared for the games. It also delivered tourism promotion and profiled the region as a destination of choice for high-performance sports training.

#### Key results:

- Overwhelming positive testimonial of the region
- Lasting connections with key sports industry contacts
- 200 athletes and officials attended community events and school visits
- Involvement of 75 volunteers
- Involvement of 2285 children from 17 schools, 11 school visits
- 862 personalised welcome messages
- 4500 community members attended 7 community events
- Profile opportunities for 24 sporting venues
- Estimated \$1.6 million contribution to local economy with 5000 bed nights
- Extensive social media exposure to a potential audience of 71 million the project successfully leveraged



“Overwhelming positive testimonial of the region.”



# NEW SOUTH WALES CATEGORIES

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# NSW WINNER

## BRAND REVITALISATION



## UM/One Green Bean Maverick

### Shake it Up, You're in Charge

In 2017 FANTA was lacking credibility in a declining category and needed to shake things up.

This meant globally revitalising their look and feel, introducing new and exciting sensory products into the AU Market, and shifting our audience to older teenagers instead of being seen as a kiddy drink.

To unlock this hard to reach and indifferent audience FANTA embraced Co-Creation at a scale that hasn't been seen in this market.

We created a campaign in its entirety with teenagers and the things they actually cared about, bringing on non-traditional partners that tapped into the full sphere of influence in their lives, and importantly leveraged existing credibility where we had little.

And did they embrace it?

They Co-Created like crazy.

Through our exciting partnerships and world first Snap Chat activity we connected with an audience that previously didn't want to know us, and reversed FANTA value sales from a -6.9% growth rate to a 2.7%.



# NSW WINNER

## CONSUMER ACQUISITION MARKETING



## Secure Parking

### The Hatchling Program

Secure Parking has achieved phenomenal success through the introduction of Secure-a-Spot, its online booking service.

Despite the success of Secure-a-Spot there were two key challenges that needed to be overcome. Firstly, awareness of the availability of online booking for parking across the Australian Car Park Industry was not high and secondly, response to Secure Parking's marketing campaigns was not being optimised because parking was not an impulse purchase.

To address these issues, Secure Parking developed the Hatchlings Program – designed to create awareness about the benefits of booking parking online through Secure-a-Spot and keep a customer warmed-up until they had a reason to purchase parking. Through a three-stage campaign combining recruitment of new customers, the offer of a free-trial and a continued education program, Secure Parking was able both to grow their database as well as generate a new income stream from customers that were previously unaware that parking was available to purchase online.

Due to its success the Hatchlings Program has become an important component of Secure Parking's ongoing marketing strategy.





# NSW WINNER

## CONSUMER RESEARCH INSIGHTS



### Bayer Consumer Health/ Fiftyfive5

### Results Not to be Sneezed at

This case study demonstrates how Bayer incorporated a thorough understanding of shopper behaviour and misconceptions into the development of a winning shelf solution for the allergy category.

In less than a year, this research led to the successful implementation of an optimised shelf solution that has now been rolled out to over 80 pharmacies in Australia, with at least 100 more planned for 2018. The new layout has also made the shopping experience simpler and more informative for shoppers, whilst delivering significant results for Bayer: sales increased by 16.3% (value) in the trial stores and 4% for the total trial banner, while visibility in store increased significantly with Nasonex Allergy and Claratyne shelf space growing at 200% and 35% respectively versus pre-installation.



# NSW WINNER

## CORPORATE SOCIAL RESPONSIBILITY



### MLC Centre Proudly owned by GPT and Dexu

### Disposable Truths

#### WHAT

We commissioned environmental artist Marina DeBris to create a work of art which highlights the need for change, using recycled coffee cup lids collected by MLC Centre tenants and visitors. We partnered with Australia's leading re-usable coffee cup, KeepCup.

#### WHY

To increase awareness of MLC Centre's commitment to the community and sustainability. To build awareness of mass wastage that could be eliminated using re-usable cups.

#### HOW

We created a VIP event with key media, event partners, tenants and GPT & Dexu shareholders for the unveiling of Disposable Truths. We displayed the commissioned artwork in the MLC Centre lobby for the month of September, before sharing it with Australia Square and 580 George Street.

#### RESULT

It demonstrated MLC Centre's commitment to sustainability by offering all tenants a 'free' KeepCup – over 850 given to tenants who were responsible for \$8 delivery charge.

- Generated talk-ability and buzz around Disposable Truths and its meaning.
- Generated positive PR and social media coverage.
- Created a positive sentiment with Sydney public around the MLC Centre.





# NSW WINNER

## CONTENT MARKETING



### Stockland/CX Agency Lavender

#### To All Those That Mum

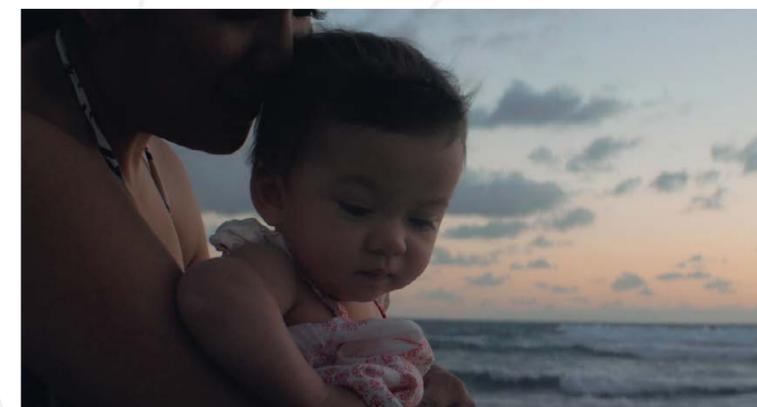
Today, motherhood and mother figures are diverse, and what was once considered ‘untraditional’ is now viewed alongside what is traditional e.g. single mums, two mums, old mums, grandmothers, carers, foster mums, adoptive mums, step mums and so forth etcetera.

Despite this cultural shift, a tension remains between the diverse reality of mothers, and the ‘traditional’ depiction of mother figures in advertising. Stockland’s ‘To all those who mum’ campaign turned the tables of advertising Mother’s Day advertising typically seen in the market by developing an emotive, engaging, inherently ‘sharable’ and integrated campaign idea.

The content led campaign explores what it means to mother by turning the word from a noun to a verb.

We’re not only recognising mums on their special day, but also the people who usually turn away from Mother’s Day comms because they assume it won’t apply to them. As the video progresses, we prove that ‘Mumming’ is not just the act of giving birth – but the act of showing compassion and selflessness.

In a crowded space, To all those who mum content led campaign successfully achieved objectives and was one of the most consumed campaigns in Stockland’s history.



“Mumming is not just the act of giving birth – but the act of showing compassion and selflessness”



# NSW WINNER

## CREATIVITY IN BRAND, PRODUCT OR SERVICE



### 3M

## Nexcare Animal Prints – Connecting with Mums & Kids for GROWTH!

The program goal was to drive awareness with both the ‘shopper mum’ (customer or end user) and the Pharmacy channel. It aimed for increased shelf space in the store and ultimate uplift in sales. This program exceeded sales plan by double – 10.6% growth vs OP 5.1%. Top 10 accounts grew 7.6% up from 4% the previous year.

Brand awareness grew from overall 17% to 48%. Scan out sales exceeded market growth of 2.8% by growing 5.7% overall in AU and 13.6% in our largest account – Chemist Warehouse. It set up the range to achieve higher penetration in store which will have an ongoing effect into future years. It has also demonstrated to the channel that Nexcare is a brand that invests in insights, advertising and encouraging the consumers into the Pharmacy store.

This program was based on insights such as low brand awareness, auto-pilot purchasing of competitor & the need for connection with the main shopper (mum).

It was then done on the platforms that they ingest information, via trial, ratings & reviews & an INNOVATIVE fun colouring competition. It cut through boring and bland medical advertising. The only way to connect in a low engagement category.



# NSW WINNER

## CUSTOMER EXPERIENCE MARKETING



## The Tax Institute Young Practitioners Mentoring Program

The Young Practitioners Mentoring Program is an initiative, launched in February 2018, available to members of The Tax Institute. The program matches young tax practitioners with experienced mentors in the profession based on focus skills, as well as providing participants with online training, support, webinars and content.

The program was developed as a pilot on the back of member research conducted in 2015 and 2016. The research indicated a declining rate of satisfaction with our younger members as well as a decline in engagement with our products and services. At the same time of this feedback, a business decision was made to remove some member services due to cost. It then became critical that if we were going to make changes to member services that we needed to improve the member experience in other ways.

To address this, we floated some ideas that were well received by our younger members – one of the ideas being a mentoring program.



# NSW WINNER

## EDUCATION



# NSW WINNER

## FINANCIAL SERVICES

### MARKETING



## Australian Catholic University 2017 Open Day Campaign

Australian Catholic University's (ACU) 2017 Open Day campaign has been its most sophisticated to date. The campaign signalled the launch of a new brand direction for ACU and therefore had the twin primary objectives of repositioning ACU in people's minds, and increasing Semester 1, 2018 enrolments.

To add to the challenge, the University was also facing growing competition in the higher education space, a mooted end to the demand-driven system, and looming federal government cuts to higher education funding.

ACU worked with the brand agency PUSH Collective to understand and define its market position and points of differentiation. The new direction was showcased in the 2017 ACU Open Day campaign – a highly developed and integrated effort between the University's creative, content, digital, future students, and market insights teams.

The three-month Open Day campaign met and exceeded all targets in terms of event attendance, web traffic and social media metrics, as well as student applications and enrolments.



## PayPal Australia

### PayPal mCommerce Index



Operating in an increasingly crowded and competitive financial and eCommerce sector, PayPal Australia needed to defend its brand position and define itself as a leader in digital commerce. With more than 7 million active account users across Australia, PayPal identified a significant gap between consumers buying on mobile and business readiness to accept mobile payments.

This insight paved the way for the mCommerce Index, a bi-annual research report that positions PayPal Australia as a leader in mobile commerce and partner to Australian business.

Delivered through a bi-annual integrated owned, earned, paid and social media campaign, the thought leadership platform supports Australian businesses, providing practical insights and actionable advice to navigate their way through the evolving mCommerce landscape.

The mCommerce Index successfully re-established PayPal as an influential thought leader in Australia and the region, generating widespread media coverage and doubling as a powerful business engagement tool.

While the campaign is primarily a brand and thought leadership platform, it has also, successfully driven a total of 225 new business sign ups and 170 leads. Additionally, PayPal Australia was ranked the number one Financial Services Brand: Banking.



# NSW WINNER

## INTEGRATED MARKETING COMMUNICATIONS



### Stockland Unexpected Joy

Stockland turned the tables on conventional Christmas marketing with an integrated campaign that tells the story of Lucy, a thoughtful girl who recognises that just like her and her mother, some of their neighbours will be spending Christmas alone. Lucy invites them to bring a dish and join them for Christmas dinner.

The campaign encourages customers to share some unexpected joy, aligned to Stockland's brand promise "we create the places, you're what makes it thrive". The concept of 'having a seat' was integrated into key activations (Invite, Join or Donate).

86% of centres either achieved or exceeded category sales objectives. Total portfolio sales grew by 4%, speciality sales grew by 5.2%. Video reached over 1.6 million, 35% above the objective. Social reach exceeded 5.2 million, 30% greater than the 4 million objectives.

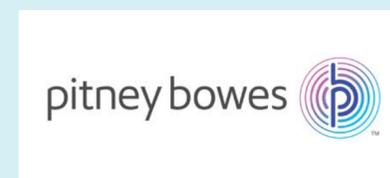
In a crowded space, Unexpected Joy Christmas successfully achieved objectives and was the most consumed campaign in Stockland's history.

Unexpected Joy # TogetherForChristmas.



# NSW WINNER

## INNOVATION IN PRODUCT/SERVICE



### Pitney Bowes An Innovation in Disaster and Emergency Planning

Pitney Bowes is a global technology company; businesses around the world rely on products, solutions, services and data from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce.

Pitney Bowes has a long history of working with government and industry to deliver relevant and highly valued location intelligence data. When the Public Sector Mapping Agency made a new source dataset, Geoscape, available, Pitney Bowes consulted with clients to determine how its intelligence could be enhanced for a broad audience. The research revealed that organisations wanted a "plug and play" solution. Because Geoscape was quite complex, Pitney Bowes developed a simplified, ready-to-use tool: GeoVision®.

Pitney Bowes launched GeoVision targeting the public sector with a multi-channel marketing strategy, including a DM campaign, telemarketing, events, digital marketing, advertising and PR.

Results exceeded business expectations. The total pipeline generated for GeoVision is AUD \$3 million to date. Marketing campaign activities also contributed to and influenced the remaining pipeline of more than AUD \$2 million.



# NSW WINNER

## MARKETING COMMUNICATIONS: B2C AND B2B



### Mumbrella Mumbrella360

Mumbrella360 is Australia's biggest media and marketing conference promising a three-day immersion into the latest thinking and best practice across the entire communications landscape locally and globally.

Mumbrella360 is the showpiece conference on Mumbrella's event calendar. The 2017 event brought over 150 speakers from Australia and across the globe to the stage, and the program offered up to seven options at any one time.

Delegates were there to gain an unbeatable overview of key emerging topics from across the marketing industry impacting their current job and the next one.

With ambitious growth targets but no increase in marketing budget or team, the pressure was on the marketing team to execute the most extensive and creative strategy yet.

Some 2,345 people attended in June 2017 at the Hilton in Sydney, making it a record crowd for Mumbrella360.



# NSW WINNER

## NON-PROFIT MARKETING



### Good360 2017 #makegoodhappen Christmas Campaign

Good360 launched in Australia in 2015. We are young and lean, with a big job to do. We connect excess brand new, non-perishable goods donated by businesses to Australians in need.

Businesses have quickly understood the benefits of donating their goods, we have accepted over \$42M (RRP – April 2018) of brand new goods from manufactures and retailers.

Charities are resource poor. They can order the goods they need from the Good360 website for free, however there is a charge for Shipping & Handling. This charge has been a barrier to mass adoption by the charities. Good360 needed to stimulate ordering to help move \$5M of goods out of our warehouse prior to end 2017. We offered member charities FREE Shipping & Handling during November.

We partnered with BIG W who covered the cost of FREE Shipping & Handling in exchange for Good360 distributing their excess goods and creating a tailored CSR campaign.

Pro Bono Australia was the key media partner to build awareness of the campaign and digital marketing to drive orders.

We smashed our target and distributed \$8.3M of brand new goods to 430 charities nationally!





# NSW WINNER

## SPONSORSHIP MARKETING



# OPTUS

## Optus/GOLDOC, The Works Sydney, UM, M&C Saatchi Sport & Entertainment

### Optus and the Gold Coast 2018 Commonwealth Games

In April 2018, Optus partnered with the Gold Coast Commonwealth Games Organising Committee (GOLDOC) to become both Communications Partner and Tier 1 sponsor of the Games. As the category challenger this was an exclusive opportunity to win the hearts and minds of the nation, by rallying the public to get behind the Australian Team, and by demonstrating the power and capabilities of the Optus Network to perform on the world stage.

Through strategic alignment with two existing major partnerships - Swimming Australia and Channel 7 - we crafted an end to end activation campaign that maximised every opportunity to bind the Optus brand to the core of the Commonwealth Games and the Australian Team. Through a first ever whole-of business collaborative approach, this sponsorship was leveraged by all business units and consumer communications channels.

The resulting execution saw in our biggest ever sponsorship activation, with exponential return in terms of brand exposure, leading to unrivalled brand recall and uplifted perceptions amongst those we engaged. Sales lifted year on year. But more than that, we put Optus on the world stage, launched our 5G network, engaged regional communities throughout Australia and strengthened our long term commitment to sport, particularly swimming, in Australia.



# NSW WINNER

## PUBLIC SECTOR MARKETING



## The Articulate Pear

### A Fresh New Look for Murrumbidgee Council

A fresh new look for Murrumbidgee Council was created following many months of community apprehension caused by forced council mergers. It was time to move forward with reinvigorated purpose, defusing community anxiety and building confidence in the new Council.

Travelling thousands of kilometres, the project team consulted extensively with the community to make sure their voices were heard. Community insights informed the development of a new corporate identity for Murrumbidgee Council with a thoughtful interpretation of residents' aspirations.

The delivery of an integrated marketing and communications strategy launched the new identity in the community. Using a mix of digital and traditional channels, people across the region heard the message that the new Murrumbidgee Council was getting on with delivering reliable and innovative services for their community.

This campaign helped the region move towards a brighter future. The project created value in the community and built confidence in the new Council. It helped join the three towns in the area and unified staff across the organisation, inspiring them to become brand ambassadors.

This project continues to shape Council's communications and actions with the community, demonstrating ongoing effectiveness.



# NSW WINNER

## PROPERTY MARKETING



## Avid Property Group

### Harvest by AVID Property Group

Located east of Maitland, Harvest is a boutique 50ha master-planned residential development featuring 410 lots. Prior to Harvest's commencement in 2014, the general corridor from Newcastle to Maitland was laden with investor sales, tarnishing the reputation of developers. AVID recognised a need to differentiate Harvest from the small lot investor product being pushed by developers. AVID undertook extensive market research to understand its audience and developed a marketing strategy aiming to attract 95% owner-occupiers and 5% investors to Harvest.

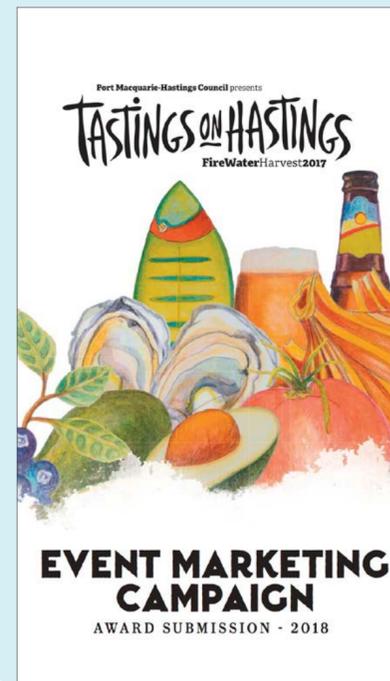
Traditionally, owner occupiers embrace community activities, take pride in the presentation of their homes and share positive interactions with neighbours. These qualities were important to strengthen community bonds and to also maintain property values within the development, which can decrease when the number of investor properties is disproportionately high.

To capture the imagination of the market with something fresh, AVID adopted highly creative, innovative, multichannel marketing campaigns, cleverly promoting the unique selling proposition of each Harvest "neighbourhood". Harvest's branding is contemporary, yet alluding to the value of tradition, growth, vitality and new life which connects with the values of the region. AVID has developed a truly thriving community, a highly desirable address for like-minded families looking for spacious blocks to build their homes.



# NSW WINNER

## SMALL BUDGET MARKETING



## Dragonfly Marketing/Port Macquarie-Hastings Council

### Tastings on Hastings Festival 2017

Chilled local Chardonnay, ice-cold local brews and freshly shucked oysters glistening in the Spring sunshine. Blend this with some live tunes, truck-loads of local food stalls, several satellite dining events showcasing the very best of our culinary talent – and you have Tastings on Hastings 2017.

Town Green rejuvenation works taking place upon the festival's main location meant our challenge was to keep the excitement of this 15-year strong festival alive, while our client, Port Macquarie-Hastings Council, subtly scaled back the event compared to previous years.

With a six-month campaign period and a \$10,000 budget, we devised and executed a marketing strategy that would stretch our meagre funds by leveraging our event stakeholder's tribes & engaging our local community in a voting process.

Our passion-fuelled marketing attracted over 13,000 people to take part in the Tastings on Hastings celebrations and the event contributed \$350,000 to the Port Macquarie region in visitor expenditure.

By tapping into & leveraging our region's leading food & wine communities we grew our digital assets and flooded social media channels with enthusiastic engagement.



# NSW WINNER

## SOCIAL MEDIA AND DIGITAL MARKETING



### UM Sydney/One Green Bean LEGO: Build Australia

In January 2016 LEGO Architecture launched a new series – the Skyline Collection. In January 2017, we leveraged Australia’s first set, the Sydney Skyline, as a catalyst to create a 100% local campaign across social networks Facebook and Instagram.

Analysis of previous work showed that inviting co-creation across social increased reach and engagement exponentially. Combined with our artful insight: “the more unique an icon the more local the feel,” we invited Aussie families to put their unique Australian icons on the map by building them out of LEGO and sharing a post of their creation online.

This delivered better outcomes than our \$100kAUD budget would usually allow, reaching over 8.3m Australians and delivering not just a 14% sales increase of the Sydney Skyline set, but also a 101% increase in sales across the entire LEGO Architecture portfolio vs. 2016.



# NSW WINNER

## SOCIAL MEDIA AND DIGITAL MARKETING



### Paypal Australia LiveSelects

The festive season can be incredibly stressful for both consumers and businesses. Through independent research, as well as examining its own internal data and consumer insights, PayPal Australia found that each year millions of dollars are wasted on unwanted gifts, with Australians over-spending for the sake of fulfilling the gift-giving ritual. Meanwhile, many business owners endure sleepless nights faced with the pressures of meeting growing customer demands and remaining profitable in an increasingly competitive market.

To address this, PayPal runs an annual Christmas campaign – Shop Off The Beaten Path (SOTBP) – with the goal to make the giving experience more enjoyable for Australians, while helping PayPal merchants drive business at the busiest time of year. Each year PayPal challenges itself to improve and refresh the execution and this year, PayPal extended the 2017 SOTBP campaign with – ‘LiveSelects’ – a digital shopping experience which connected Australian shoppers with local PayPal retailers via Facebook Live.

Leveraging digital technology and innovative social media marketing tactics, LiveSelects reached a mass audience of 1.5 million and generated over 12,000 additional views of the SOTBP portal. The livestream drove 2,000 transactions for the PayPal merchants featured, with one merchant reporting a 300% increase in web traffic over Christmas trade.



# NSW WINNER

## TOURISM & HOSPITALITY MARKETING



### New Caledonia Tourism

#### New Caledonia Tourism Marketing 2017

Faced with increased competition from a range of destinations across the South Pacific and globally New Caledonia Tourism (NCTPS) needed to grow leisure visitor arrivals to the island destination to support the increased air-lift and government funding for tourism development. New Caledonia, while only three hours from Australia, suffers from a lack of awareness, particularly within the all-important millennial segment, compared with similar South Pacific competitors.

New Caledonia Tourism created an annual marketing strategy with a contentmarketing

campaign at its core. The campaign showcased the country's spectacular natural assets through the eyes of Australian electronic-indie music group Crooked Colours. The multi-faceted content campaign attracted incredible attention in Australia with 3.7 million views, driving more than 140,000 websites users and was shared extensively on Facebook and Instagram.

Overall the campaign that ran in 2017 contributed to 3.9% uplift in visitation to the destination and a significant increase in awareness and intention to visit among the youthtarget audience.



“3.9% uplift in visitation to the destination”



# VICTORIA CATEGORIES



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# VIC WINNER

## BRAND REVITALISATION



### La Trobe University

#### All Kinds of Clever

At the commencement of the brand revitalisation project, La Trobe University delivered the most comprehensive market research project in the University's history. This ensured we understood the drivers of choice for prospective students and current perceptions of La Trobe. We developed a distinct and compelling brand strategy, and creative expression that supported the University's strategic priorities, aligning with our cultural values. Our research demonstrated that there was considerable disconnect between what drives university choice and how La Trobe is perceived in the market.



Over twelve months, La Trobe's marketing team worked with agency partners, university staff and stakeholders to develop messaging that aligned the university's strategy with market needs.

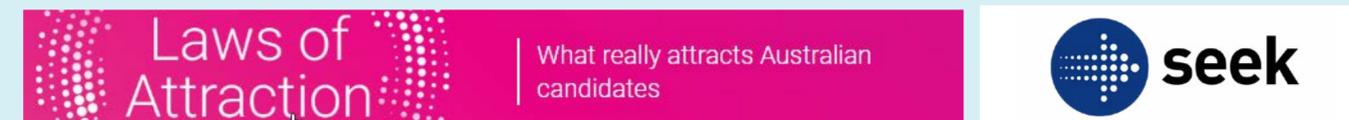
We worked on the answer to our Brand Challenge – how do we ensure that La Trobe University is focused on developing graduates that employers of tomorrow want and the world needs?

This was the first time there had been deliberate alignment of University strategic direction, cultural values and brand platform. Since the launch of our brand platform and creative expression All Kinds of Clever in June 2017, there have been significant, positive results with a strong increase in unprompted brand awareness, consideration, student preference and application, and engagement with University staff.



# VIC WINNER

## CONSUMER RESEARCH INSIGHTS



### SEEK

#### SEEK Laws of Attraction

SEEK's purpose is to help people live more fulfilling and productive working lives and help organisations succeed. As part of this, we're committed to connecting the right candidates with the right employers.

To support businesses in understanding how to attract the right talent in today's climate, SEEK developed a market-leading research study called Laws of Attraction.

Laws of Attraction is a large-scale study designed to help employers understand what really attracts Australian candidates. An online interactive Data Lab was created, enabling employers to 'create their own journey' by exploring insights filtered by industry classification, generation, gender, seniority, location and work type.

The Data Lab also includes a number of employment challenge 'deep dives' into common business issues including gender diversity, attracting millennials and recruiting senior women. These insights are freely available to all employers and are pivotal in the war for talent. Since launch, there have been over 43,000 visits to the Data Lab, and the insights provide a critical support for employers writing job advertisements that specifically attract the most suitable and desired candidates.



# VIC WINNER

## SOCIAL MARKETING AND SOCIAL CHANGE



### Advance Care Planning Australia /Austin Health

### National Advance Care Planning Week

How do you start a tough conversation with fit and healthy Australians about who will speak for them if they're too sick to speak for themselves? Or ask them to consider their end-of-life care? Funded by the Australian Government, Advance Care Planning Australia, launched Australia's first National Advance Care Planning Week encouraging adults of all ages and health to make their future health care preferences known.

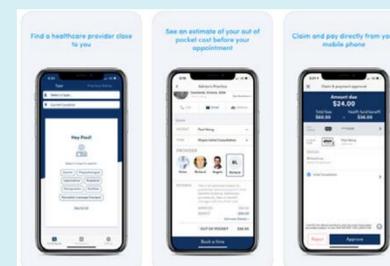
Turning the conversation away from death, the initiative invited people to have conversations with loved ones around what living well means to them – an important first step in advance care planning. We reached out to our stakeholders to get involved and attracted 100+ community groups and healthcare organisations hosting awareness-raising events in every Australian state and territory.

An ambitious integrated engagement strategy resulted in a national audience reach of over 1.6 million, sparking countless important conversations about living well.



# VIC WINNER

## INNOVATION IN PRODUCT/SERVICE



### NAB HICAPS Go

HICAPS Go is the new way to find, book, pay and claim for allied health appointments.

Touted as the “Uber of healthcare”, HICAPS Go is the revolutionary new app that is designed to disrupt the healthcare industry making it easy for customers to find out what their out of pocket costs will be BEFORE their treatments.

Previously, customers would need to get separate quotes from their practitioner and their private health insurers ahead of time or risk “bill shock” at the end of their treatment.

The HICAPS Go app now quickly and easily lets customers find local practitioners, select a service and get a quote including both the practitioners costs AND the private health insurers rebate instantly.

As if this wasn't enough, the app also offers that ability to book appointments and to make a claim with the health fund and pay the practitioner all in one smooth, attractive smartphone app for iPhone and Android.

HICAPS Go empowers customers to take care of their health and to make the most of their health insurance.



# VIC WINNER

## NON-PROFIT MARKETING



## Yooralla

### Yooralla's Integrated Marketing Campaign for the NDIS Market

In 2017, Yooralla commenced a major integrated marketing campaign to gain a leadership position in the growing, evolving and ever changing National Disability Insurance Scheme (NDIS) marketplace. This new competitive world brings new challenges to not-for-profits, but also for people with disability and their carers as they seek to navigate complex changes.

With a lean team of eight people we have delivered great results. Yooralla's position to lead the category through enabling people to make the most of the NDIS through our high quality content, and supporting them at every stage of their NDIS journey has seen the campaign achieve an ROI of sales to marketing investment of 10:1.

Likewise, we have educated a workforce to understand the importance of customer service, enabled the organisation to build strong ties with the National Disability Insurance Agency (NDIA) in order to inform NDIS improvements and importantly, we have helped people with disability achieve choice and control through their NDIS journey.



# VIC WINNER

## CONTENT MARKETING



## University of Melbourne

### Talent for Every Future

Talent for Every Future was the University of Melbourne's 2017 brand campaign, designed to demonstrate the value of the University's world-class curriculum, The Melbourne Model. The primary audience of the campaign was employers, a key beneficiary of our graduate talent.

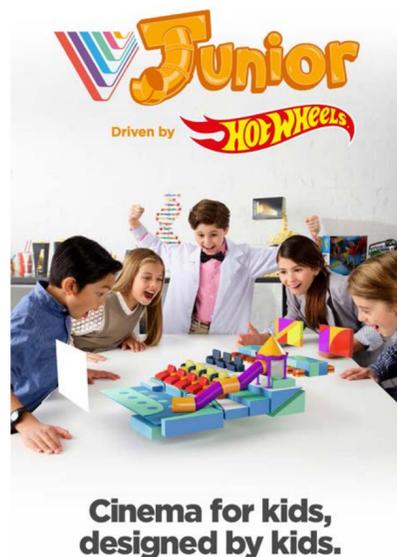
A content-led campaign positioned the University as the thought leader in the future of work. Content was developed to showcase the blend of technical and soft skills Melbourne Model graduates hold, to help employer navigate the ever-changing and ambiguous future of work.

A suite of podcasts, snackable video content and online editorial articles featuring notable University of Melbourne Alumni was promoted through industry and employer channels. The campaign website turned into a content platform for industry leaders to meet and connect with University of Melbourne graduates. Performance data indicated the campaign shifted all key metrics, including brand differentiation, campaign awareness, demand of graduate talent and the University's Net Promoter Score (NPS).



# VIC WINNER

## CREATIVITY IN BRAND, PRODUCT OR SERVICE



## Village Cinemas Australia

### Australia's First Cinema for Kids Captures the Imagination of the Family Market

Village Cinemas Southland's dominant market share was threatened by the reopening of a nearby competitor's cinema after extensive refurbishment. The family demographic was identified as a key segment crucial to the commercial success of the business.

After an extensive research and development process, Vjunior was born. Vjunior combines two things that kids love – movies and play. Designed for children aged 3 to 10 years, Vjunior features a dedicated play area in the foyer, and two cinemas that are specifically designed for kids. Vjunior is exclusive to Village Cinemas and is Melbourne's latest and greatest child-friendly entertainment destination.

The creative execution "Cinema for kids, designed by kids" captured the heart of the brand, and coupled with a comprehensive communications strategy cut through into traditional media to reach a national audience.

The new concept cinema was launched in December 2016, and since then Village Cinemas has opened four more locations due to strong commercial results achieved. Village Cinemas' 'world of movie experiences', with a cinema concept for every occasion and demographic, positions the Village Cinemas brand as an innovative leader in the competitive exhibition market.



# VIC WINNER

## CONSUMER RETENTION



## TelstraSuper

### TelstraSuper International Women's Day Campaign

TelstraSuper is committed to providing competitive and cost-effective superannuation services to our membership of current and former Telstra Group employees, employees of a Telstra-approved employer (Telstra Stores), and their families.

Recent research has shown that on average, women retire with around half the super as men. In 2018 we ran a six week campaign as part of International Women's Day to empower our female members to look at their career and financial situation from a different perspective.

The campaign tied in with the global International Women's Day theme of #pressforprogress and asked women to take simple actions to get ahead and give themselves a better chance at a dignified retirement.

Improving the financial literacy of members through education is critical for the fund and these members. We determined that we required a targeted, integrated approach communication in order to effectively share how our female members could boost their savings and reduce the gender super savings gap.

The campaign touched more than 16,000 women and exceeded engagement targets. More than 700 women were also touched by the campaign.



# VIC WINNER

## MARKETING COMMUNICATIONS: B2C AND B2B



### Benetas

### Benetas Takes on the Consumer Market

In 2017, Benetas faced immense pressure in its business as changes in government regulation moved the aged care sector to a B2C communication model (previously Business to Government).

To adapt to these changes, Benetas developed the Future Customer Strategy – an integrated marketing communications plan that redefined the Benetas brand, its customer, its communication methods and its internal processes. At the heart of this plan was a comprehensive strategic B2C communications strategy designed to build out the customer pipeline.

The overall communication objective was identified as: 'To cultivate, find, attract, convert and keep the Benetas customer.'

The communications strategy addressed:

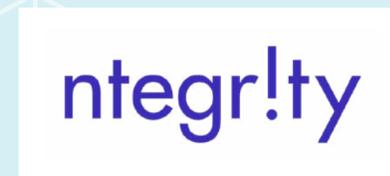
- Brand Strategy and Brand Architecture
- Brand Awareness Advertising
- Call to Action/Services Campaigns
- Redevelopment of Customer Channels
- Web and Customer Enquiry Centre

After 15 months of B2C activity, Benetas has implemented a brand strategy framework to guide communications; achieved a significant lift in the awareness of Benetas and its services; quantified the direct impact of brand awareness advertising on the sales pipeline and reworked and reimagined its customer communication channels. Extensive sales training and integration of tours with campaign activity has led to a 58% uplift in enquiry conversion.



# VIC WINNER

## SMALL BUDGET MARKETING



### Australians Together/ ntegr!ty Agency

### Pride and Pain: The Stories of our Shared History

For over two centuries, countless stories of the injustice faced by Indigenous Australians have gone unheard. This has left a painful mark on our present: we see it in the gap in quality of life between Indigenous and non-Indigenous Australians. Australia is not “the lucky country” for everyone.

Australians Together is a not-for-profit that believes better outcomes for Indigenous Australians begin with a change in our perspective.

Last year, Australians Together, launched a digital marketing strategy to engage more Australians in their important work. Using social media, targeted content, and an innovative Australia Day campaign exploring our shared history, Australians Together have dramatically exceeded their marketing goals, and shaped our national discourse for the better.



# VIC WINNER

## SOCIAL MEDIA AND DIGITAL MARKETING



### Mercedes-Benz/Online Circle Digital Grow Up

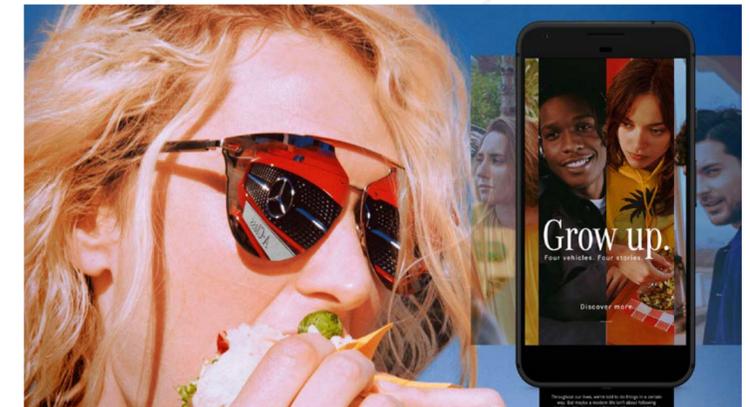
The Mercedes-Benz “Grow Up” campaign set out to re-energise brand perception and retarget to a new, younger demographic utilising Mercedes New Generation of Compact Cars; the A-Class, CLA Coupé, CLA Shooting Brake and GLA.

Using retargeting pools, we identified and nurtured the new audience from awareness to consideration, resulting in some of the best campaign results our client had ever seen:

- Over 3 million Australians with over 15.7 million audited impressions served.
- Estimated 25 million additional impressions from non-audited and non-analytics placements - Dark Social, private messaging sharing, 12 million impressions on Giphy website alone.
- The Canvas video ad series drove over 178 hours of engagement time within the ad unit.

- Time spent on the Canvas video ad series was 11 times greater than standard video ad posts.
- Creative Visual Sitelinks increased Click Through Rates by 148% compared to standard Search ads.
- Cost Per Click reduced during the campaign by 35%.
- 6000 Dealer Locator landings, 2100 brochure requests, 6300 enquiries and 3350 test drives.
- The months of June and July 2017 were record sales months for Mercedes-Benz.

The campaign was awarded the best search campaign in 2017 by AC&E (ADMA) for the impressive results.





# VIC WINNER

## EDUCATION



### Chisholm Institute/ DPR&Co (Creative Agency)

#### Chase Your Calling

#### THE ISSUE

In mid-2017, Chisholm faced:  
Softening TAFE enrolments due to uncapping of university placements  
A sector increasingly seen as ‘education of last resort’.  
Competitors outspending Chisholm by factors  
Brand and share-of-voice decreasing

#### THE SOLUTION

A communications solution across all brand and tactical communications. Our idea was informed by an IPSOS study that showed that high levels of engagement in one’s work is a key contributor to almost all measures of happiness and contentment.

This led to:

Our strategic positioning: Be one of the fortunate ones who do what calls you, not what befalls you. Our campaign positioning: Chase Your Calling. Chisholm.

#### MARKETING OUTCOMES

##### PROMPTED ADVERTISING RECOGNITION

Chisholm’s prompted advertising recognition rose by 138%.

CHISHOLM 2017: 21%

vs.

CHISHOLM 2018: 50%

#### SPONTANEOUS AD RECALL

All our competitors suffered a drop in recall. In every case but one, this was in spite of increased media spend. Chisholm bucked the trend, with recall rising 83%.

#### KEY OUTCOMES THAT CONTRIBUTED VALUE TO THE ORGANISATION

##### ENROLMENT RESULTS October 2017 – March 2018

During the period October 2017 – March 2018, Chisholm saw a 12% increase in enrolments in Southern Metro and a 10% increase across total Victoria.

THIS DELIVERED ADDITIONAL REVENUE IN EXCESS OF \$9.25 MILLION.





# VIC WINNER

## FINANCIAL SERVICES MARKETING



### MLC

## How MLC Is Unchanging Lives

We're told if we invest in our future then paradise awaits. However, for most, this is far from what we aspire to. In fact, when we are honest with ourselves, what we really want in our future is actually just keeping the best of what we have today. In uncertain times this outcome is far from assured and people need to act now to ensure their lives don't change in the future.

MLC wanted to encourage people to act now to 'unchange' their lives in the future. To do this we needed people to start to think about what they really valued in their lives today.

The results have been impressive, seeing significant increases in brand health metrics across the board and perhaps most importantly – the number of new MLC members aged 35 – 55 years increased by 18.4% compared to the previous 12 months.



# VIC WINNER

## SPONSORSHIP MARKETING



### NAB

## Mini Legends Draft

Partnering with the AFL since 2002, NAB truly supports the AFL at all levels of the game – from the grassroots right through to the professional spectacle. Unlike other AFL sponsors, we pride ourselves on supporting footy at every level.

Following the huge success of our 2016 Mini Legends campaign, in 2017 we took on the challenge of building upon the existing NAB Mini Legends narrative and develop the story further. Our 2017 NAB Mini Legends Draft campaign did just that – giving kids across Australia the chance to actually become their own legend as the star of our new campaign. Over 560 video competition entries later, our two competition winners starred alongside our mini legends in not just our new TVC, but also print, digital, stadium signage, social media and NAB's owned channels.

Our fully integrated campaign also included 6 integration content pieces with our partners Fox Sports and Channel 7, two bespoke content pieces and a total of 49 earned media outcomes.

The resulting 2017 NAB Mini Legend's Draft campaign far exceeded all objectives, achieving a total cumulative audience of 104.8 million, with 34% (36 million views) generated from free/earned media opportunities and notably two Herald Sun front pages.



# SOUTH AUSTRALIA CATEGORIES

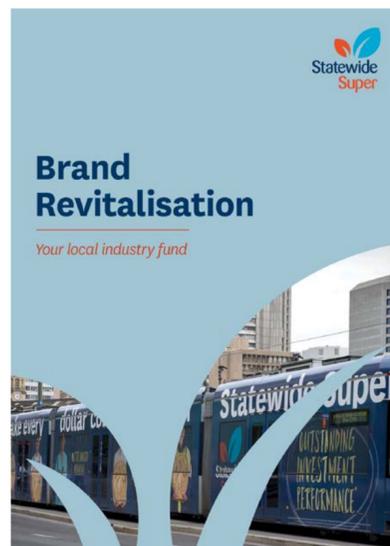


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# SA WINNER

## BRAND REVITALISATION



### Statewide Super

## Statewide Super Brand Revitalisation Project

Over the past year, Statewide Super’s marketing team developed and executed a successful brand revitalisation project, resulting in a significant increase in brand awareness, new members and funds under management.

With a new, comprehensive brand style guide that incorporates a secondary colour palette, new tag line, additional logo lock-ups and a new image direction (from black and white images to colour).

It also includes a broader visual language that guides the development and execution of the brand over previously unexplored media, including high profile brand based sponsorships and sponsor activations, a new website, extensive outdoor transit advertising, high profile general member events and targeted campaigns.

This project was driven by the Statewide Super internal marketing team with only minimal external support in the form of an independent graphic designer. This closeness ensured a sense of comfort with the direction the brand was taking during the development phase and a high level of control over the design outputs at each stage of the project. The result is a strong sense of ownership and intimacy with the brand.



# SA WINNER

## SOCIAL MARKETING AND SOCIAL CHANGE



### Motor Accident Commission

## Anti Drink Driving FY17/18 – 10 Year Hangover

While there has been cultural change with drink driving, in 2016 alcohol was still implicated in 19% of fatal crashes and over 5000 drivers were detected drink driving.

A challenge of addressing this issue is the exhaustive number of approaches taken over the years with the well-worn tropes of licence loss, social embarrassment and death the most widely promoted consequences. Research identified those same messages were becoming increasingly ineffective as the practiced drink driver could either live with the short term consequences or believe the ultimate consequence to be unlikely. A significant and meaningful increase in penalties would be the best motivator but beyond the scope of MAC to implement.

Researching laws outside of road safety, MAC identified that any conviction, including DUI, would remain on a person’s record for at least 10 years – an unknown fact to the target audience that had never been promoted before.

Research identified the repercussions of this were surprising and motivating to the target audience. The resulting campaign impacted the market, delivered a decrease in both drink-driving and detection rates and strengthened MAC’s stance that communications are an essential tool in improving community wellbeing.





# SA WINNER SPONSORSHIP



## Motor Accident Commission 2017 Game Changers

Road trauma on South Australian roads has reduced significantly over the last decade. However, as poor driving decisions become the exception, the ability to capture the attention and influence ingrained attitudes and behaviours demands more inspiration and innovative communications approach.

Males remain over-represented in road trauma. In 2017 males accounted for 69% of all fatal and 65% of the serious injuries which occurred on South Australian roads. The contributing factors to many of these crashes, reflect high risk taking behaviours, including drink driving and driving distracted.

To further engage males and those at risk of drink driving, and in recognition of Australia's sporting culture and pastime of consuming

alcohol with your mates while watching sport, it was identified that Australian Rules Football and the Australian Football League (AFL) presented MAC the opportunities necessary to engage this target audience.

Through sponsorship agreements with the Adelaide and Port Adelaide Football Clubs, South Australia's Department of Planning, Transport and Infrastructure and the Adelaide Oval Stadium Management Authority the MAC Game Changer campaign message evolved.

MAC's Game Changer activity demonstrates that when a broader and integrated sponsorship approach is considered, significant results, beyond brand awareness, can be achieved.



‘Be a game changer on the road’



# WESTERN AUSTRALIA CATEGORIES



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# WA WINNER

## BRAND REVITALISATION



### Bethanie/The Brand Agency

#### Bethanie, It's Not Ageing, It's Living

In the wake of the transition to consumer directed care, Bethanie, a 63 year old aged care provider, needed to reinvent its' brand to unite its broad service offering and to drive top of mind brand salience.

By interrogating the business, staff and customers' needs, Bethanie redefined its brand platform, becoming the brand that stood for Living, rather than just Ageing and breaking away from the sea of grey that often permeates aged care communications.

This meaningful and salient brand platform is delivering more attention and interest from our audience and will inspire our marketing and communications for years to come.



the brand agency



# WA WINNER

## CONTENT MARKETING



### Bankwest

#### Home Loan Content Marketing Campaign

Home owners are an important audience for Bankwest, however in an environment where home loans are highly regulated and with increasing competition, it's becoming harder to reach these customers.

In order to build greater awareness and consideration for our brand and products with this audience, we developed an integrated content marketing strategy that would resonate with customers throughout the various phases of their buying cycle.

This strategy incorporated a suite of bespoke content, such as videos, events, articles and online tools, and leveraged different 'talent', including social media influencers, industry professionals and Bankwest customers, to help deliver relevant, educational and entertaining content.

The end result was a highly engaging campaign that utilised unique content to achieve significant cut-through, elevate our brand and exceed our campaign objectives.



# WA WINNER

## CUSTOMER EXPERIENCE MARKETING



### Stockland Riverton ArtQuarium

Stockland Riverton is a small Centre but by no means do we think small. ArtQuarium was a campaign designed to blow our customers out of the water and create an experience that was unheard of in a shopping centre environment.



In September 2017, as part of the Centres inaugural Youth Art Awards, Stockland Riverton hosted their first art exhibition. Whilst the exhibit itself was a strong drawcard for customers, we were seeking an interactive activity that would bring art to life in the Centre and celebrate the theme of the Youth Art Awards, sustainability, chosen to reflect Stockland's core vision of being a sustainable organisation.

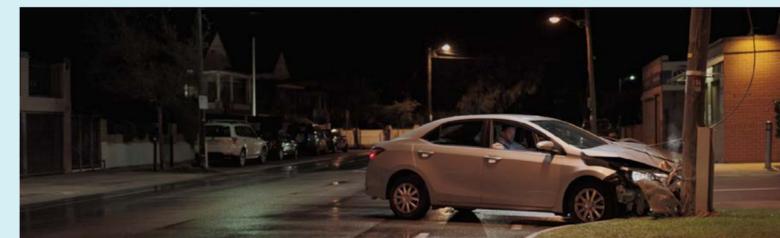
In an Australian Shopping Centre first, Stockland Riverton installed The ArtQuarium. Embracing emerging digital technology, ArtQuarium was an immersive, real-time touch responsive aquarium that customers could explore and customise. The addition of a sensitive session and cue cards made this campaign inclusive for children with special needs and heightened the customer experience.

The campaign increased traffic by 1.45% and speciality sales by 18.34%, resulting in a strong return on our investment. ArtQuarium delivered the unexpected and created a customer experience that transformed customer perceptions of what a neighbourhood centre could be.



# WA WINNER

## INTEGRATED MARKETING COMMUNICATIONS



### Western Power Make the Safe Call

Western Power's seasonal 'Make the Safe Call' safety campaign educates the public on the safe behaviours to adopt in an electrical emergency. Over four years, the campaign had been tremendously successful, regularly achieving campaign KPIs and positively impacting corporate reputation. Whilst continually successful, campaign results had started to diminish. TV ads hadn't changed for three years and wear out was becoming apparent.

In 2017, to address the decline, Western Power invested in a new campaign that built on past advertising, was seasonally-agnostic and worked to extend the messaging communicated to-date. The integrated campaign focused on 'new news' to grab people's attention. It talked to the common occurrence of power pole and powerline damage due to car accidents.

Creatively, advertising challenged the audience to engage and find out more by posing the question: Would you know what to do? This approach was then fulfilled by educational content and advertising pieces across a range of media that extended messaging to our audiences.

Research results from two bursts of campaign activity demonstrate that the new, integrated campaign has achieved stand-out results once again. 8 out of 10 people know to call Western Power in an electrical emergency – this is an outstanding five year high.



# WA WINNER

## NON-PROFIT MARKETING



### Royal Life Saving Society WA Raffle Microsite

Royal Life Saving Society WA's primary purpose is to prevent drowning in Western Australia. To enable Royal Life Saving Society WA (RLSSWA) to continue its important work to prevent drowning and support those impacted by a fatal or non-fatal drowning, RLSSWA needs to engage public support through a range of fundraising strategies.



In February 2017, based on the Sitecore platform, RLSSWA developed a "raffle microsite" strategy for its raffle campaigns. RLSSWA developed a framework for dedicated raffle websites focussed on marketing and fulfilling raffle tickets digitally. Initially developed for RLSSWA, the "raffle microsite" was built as a "white label" platform allowing it to be re-branded and utilised by other charities conducting raffle-based fundraising campaigns.

With a staged roll-out, RLSSWA has dramatically improved its fundraising effectiveness, customer experience and diversified its marketing channels. It has also deployed the capability to 13 other charities delivering significant fundraising improvements to each. Collectively, the Raffle Microsites have facilitated almost \$500,000 worth of digital sales and significantly reduced traditional administrative costs by over \$50,000.

Every extra dollar raised, and every extra dollar saved contributed to delivering extra impact in the community.



# WA WINNER

## PROPERTY MARKETING



### Defense Housing Australia/Bench A Recession-Proof Marketing Strategy for Liv Apartments



A nationwide property recession saw house prices plummet every year since 2015 and Perth was hit particularly hard. A sluggish economy and resulting interstate migration out of Western Australia were two prime contributing factors.

Adding to this was the huge increase in new housing construction giving buyers lots of choice and leading to fierce competition among property developers.

Recognising that the usual approach to property marketing needed to adapt to the realities of such a tough housing market, DHA decided to relook at its overall marketing approach. In order to sell a premium property offering such as Liv, DHA decided to embrace the full power of digital marketing and programmatic media buying to drive the new strategy.

The result was a 200% increase in apartments sold despite the state-wide property crisis.



# WA WINNER

## PUBLIC SECTOR MARKETING



City of Perth

the brand agency

### City of Perth

### Let's Thursday Like We Friday

Bars, restaurants and entertainment venues were suffering due to the economic downturn in Western Australia. And this was particularly evident mid-week. People were tending to either stay at home, socialise in the suburbs or just wait until the weekend.

We were tasked by the City of Perth and a cohort of venues around the city to change this behaviour to drive visitation and spend mid-week in the city. No easy task when people generally have less disposable income.

After the initial concept stage, 52 venues joined the movement. And we went on to change the face of Thursdays in the city; driving visitation, trial, and spend, resulting in a significant economic and cultural impact to the City of Perth.



# WA WINNER

## SPONSORSHIP MARKETING



### Bankwest

### Become a Fan of Everything With Bankwest

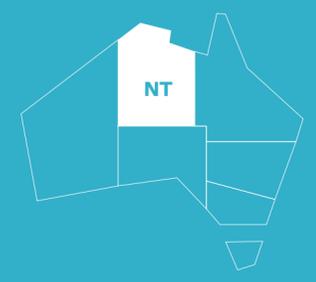
2018 has been a big year for Bankwest, adjusting our sponsorship strategy which saw us secure a major partnership with Western Australia's largest and most iconic entertainment venue, Optus Stadium. Showcasing an annual calendar of leading sporting, musical and entertainment events, Bankwest are now able to reach a wider consumer audience, enhancing their experience while they attend events that they are passionate about.

For Bankwest, sponsorship isn't about interrupting a fans experience, it's about enhancing it. We want to cheer on your favourite team, sing along to your favourite band and share in the glory of the winning goal. We support everyone, and through this idea, we wanted to give one lucky fan the chance to become the 'Fan of Everything'.

This campaign didn't re-invent the wheel, it simply honed in on peoples fan-atical spirit, and asked them to share their favourite fan moments with us via social media. A simple mechanic, easy entry and great prize resulted in amazing content, shared stories, and most of all – one very lucky fan.



# NORTHERN TERRITORY CATEGORIES



BRAND REVITALISATION

57



# NT WINNER

## BRAND REVITALISATION



### TIO

#### TIO – Brand Revitalisation

Territory Insurance Office (TIO) is more than just a business. For Territorians, TIO has been an iconic part of the landscape, however in November 2014, the announcement to sell this much loved asset immediate generate backlash and widespread public outcry, involving the community to shout “Save our TIO”.

The public was sceptical of the promises being made by the Northern Territory Government following the sale and a generalised fear of TIO becoming a “faceless giant” developed. As a result the brand was clearly under threat from the negative press and people’s consideration of TIO when purchasing insurance products dropped.

TIO needed to revitalise the brand and its heritage and iconic standing brought with it a level of emotion that deeply underpinned the delicate nature of the brand revitalisation project that aimed to reposition TIO as the leading insurance provider in the Northern Territory.

Through research and understanding where the brand health and NPS. A new integrated campaign was developed to attract both audiences and reaffirm the positive perception of TIO’s local Identity. Ensure the authenticity of the Territory and the community were at the heart of what was produced to restore brand health and increase the NPS.



‘Save our TIO’



# AUSTRALIAN CAPITAL TERRITORY

## CATEGORIES



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TOURISM & HOSPITALITY MARKETING	60



# ACT WINNER

## CONTENT MARKETING



CANBERRA CENTRE

## Canberra Centre and Events ACT Beauty Redefined

In mid-November 2015, Canberra Centre closed Monaro Mall for redevelopment to create a beauty, wellness and lifestyle precinct – the first of its kind in Australia.

During the planning process, the team was faced with the challenge of targeting a new customer segment – generation Z. Through research and planning the team developed an understanding on how to communicate with the new younger audience. Utilising digital and social media channels as the main communication tool, the team managed to target generation Z and X, increasing traffic +50.1% throughout the launch period.

The comprehensive ‘always-on’ content led strategy shifted away from the more traditional way of marketing as a business and successfully achieved all measurable objectives set.

Through extensive research and the collaboration with creatives and industry influencers, the content created engagement, over achieved reach and cemented the precinct as a leading destination for beauty and wellness.

The newly developed precinct is now front of mind for Canberrans minds when shopping for beauty and wellness products within the region, making the Canberra Centre the leading destination for beauty retail. It created a clear and truthful vision of what customers can expect to experience when visiting the Canberra Centre Beauty Precinct – beauty that is truly redefined.



# ACT WINNER

## SPONSORSHIP MARKETING



CANBERRA CENTRE

## Canberra Centre and Events ACT The Jellyfish Bloom

Enlighten Canberra is an annual outdoor art and cultural festival held in the nation’s capital. It features illuminating light installations and projections, performances from local and interstate musicians, dining and film events. The festival is an ACT Government initiative held annually since 2008. Events ACT manages the festival to encourage visitation for people to “See Canberra in a whole new light.”

During planning for Enlighten 2018, there was a requirement for the festival to further entice a regional NSW target audience to stay longer and visit Canberra again. There was also a need to drive local ACT audience attendance. Events ACT aligned with major sponsor, Canberra Centre, the leading retail destination in Canberra’s CBD, to achieve these key objectives and enhance the Enlighten experience.

The two organisations worked together to broaden the Enlighten festival by activating in the CBD for the first time. They launched a world class innovative experience, The Jellyfish Bloom, which was activated at both the Parliamentary Triangle and within Canberra Centre.

The Jellyfish Bloom results have exceeded all six objectives including an additional 92,051 visitors at Canberra Centre +225% on target, 1.2 million Facebook impressions and \$173,638 in positive publicity across both organisations.



# ACT WINNER

## TOURISM & HOSPITALITY MARKETING



### VisitCanberra Canberra or Can'tberra Quiz

Following the announcement of Canberra ranking #3 in Lonely Planet's Best in Travel 2018, VisitCanberra developed a mobile-first interactive game. Called Canberra or Can'tberra, it was a quiz aimed at maximising awareness of the city as the latest hot-spot, and playfully invited people to 'see what the judges saw'.

Conscious that not all of the sentiment around the Lonely Planet award was positive, and that there was an element of disbelief following the announcement, the game was curated to connect with a younger target audience on the most relevant platform to them. It delivered the

messaging that Canberra is more than worthy enough to earn its ranking in the Best in Travel 2018 list.

To playfully connect, participants were encouraged to guess all the things you can (and can't) do in Canberra, with messaging targeted to the lagging younger market in the specific geographic zone set at the outset of the campaign.

The result? A whopping 6,434 plays across a 25 day period with an incredibly strong CTR of 0.33%. The delivered value of impressions showed great return on investment, demonstrating an efficient way to reach younger audiences.



“6,434 plays across a 25 day period”

# 2018 AMI AWARDS FOR MARKETING EXCELLENCE JUDGES

After 36 years of celebrating the industry's success, we can say with confidence that we wouldn't be able to make the Awards program such a tremendous success without close involvement of our members. This year, more than 100 marketing professionals joined the panel to judge the year's applications.

Thank you to everyone involved!

Neil Anderson  
Zora Artis  
Kristie Atkins  
Annabel Ausmus  
Michael Baird  
James Barrow  
Dean Barton-Smith  
Emily Bates  
Andrew Baxter  
Karen Bickle  
Paul Blanket  
Max Bonpain  
Luke Brown  
Jacqueline Burkitt  
Briar Buttfield  
Yves Calmette  
Mark Cameron  
Deirdre Campbell

Lynda Cavallera  
Wai Ying Chan  
Rhonda Chapman  
Nina Christian  
John Clay  
Ann Combe  
Shileen Costain  
Janine Crawford  
Bob Croft  
Mark da Silva  
Andrew da Silva  
Karyn Dale  
Jacqui Daley  
Penny Davy-Whyte  
Sarah Dunning  
Doris Dunon  
Rod Eames  
Di Erlichman

Peter Evans  
Sandra Falzon  
Margaret Faulkner  
Gianna Ferrara  
Steve Fontanot  
Michelle Fragar  
Linda Garry  
Emiliano Giovannoni  
Joel Goodsir  
Simon Graham  
Roxanne Grey  
Jessica Hamilton  
Ben Hammond  
Lynette Harris  
Jane Hillsdon  
John Holland  
Jon Holloway  
Holly Hooper

Michelle Jacobs  
Nicolle Jenkins  
Peter Kape  
Nick Kariotoglou  
Julia Keady  
Anna Kertesz  
Erin Kilpatrick  
Stuart Leo  
Melanie Lindquist  
Mona Lolas  
Bruce McDonald  
Stephanie Meek  
Marlena Mende  
Josh Mulrine  
Tim Nicholas  
Susan Nicholson  
Richard O'Sullivan  
Mary Orgill

Janine Pares  
Caroline Patrick  
Caroline Raj  
Nicola Reynolds  
Nicholas Ridis  
Stephen Rodway  
Carla Rossi-Zalmons  
Barry Salter  
Kate Smith  
Kate Talty  
Lama Tayeh  
Grace Taylor  
Amanda Temperly  
Theresa Teo  
Jennifer Than-Htay  
Andrew Thornton  
Rochelle Tognetti  
Julie Toma

Kelly Townson  
Adam Troyn  
Sofia Tsiamoulis  
Luke van der Beeke  
Amanda Vanelderren  
Louise Vigar  
Nicki Walsh  
John Wilkinson  
Graham Willcock  
Ky Wilson  
Craig Young  
Chloe Zhang