



EXCELLENCE AWARDS

Australasian Promotional Products Association

create promote engage





ROADSHOW2015

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INTRODUCTION



FOR 26 YEARS APPA MEMBERS HAVE BEEN THE LEADERS IN PROMOTIONAL MARKETING. THEY CONTINUE TO SET THE BENCHMARKS FOR CREATIVITY, ROI, INTEGRITY, SAFETY AND SUCCESS.

In a time when advertising and marketing budgets must be spent wisely, it is essential to find the most creative and successful promotional product professionals available.

This year's winners illustrate only a fraction of the fantastic ROI and creativity available when using promotional marketing to reinforce your brand, increase sales and reward future customers. In fact, in our recent independent research conducted by Sweeney Research, 87% of the SME market said promotional products help them connect with their consumers, and that they are likely to increase their spending by 33%. 75% or more of respondents believed their promotional product Suppliers are creative, proactive, and provide value for money. If you do not currently have a promotional products action plan in your marketing, you are missing out on one of the most effective, economical forms of advertising available.

Despite the tightening economy, promotional products continue to provide great success across a diverse range of industries. We applaud all the winners and remind consumers how crucial it is to confirm the company you purchase promotional products from is an APPA member. 95% of complaints APPA receives are from unsuspecting clients who have dealt with unethical Non-APPA companies.

Confirm your provider is an APPA member:

- Go to www.appa.com.au
- Click on the blue tile 'APPA Members'
- Select 'Advanced Search'
- Search by 'Name' or select a 'Region'

APPA would like to thank our distinguished judges from the marketing and media communities for their efforts. Enjoy the annual APPA Awards for Promotional Excellence!

Regards,
William Kestin

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PUBLISHER
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Products Association

DESIGN
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What do customers REALLY THINK about promotional products?

- Sales In Australia: \$1.39 Billion
- Sales In New Zealand: \$144 Million
- 100% of advertisers said that adding a promotional product returned a favourable response to their campaign

The Australasian Promotional Product Association is the only professional trade association specifically for the promotional products and promotional marketing industry.

For 26 years APPA has been representing the regions of Australia, New Zealand, New Caledonia, Vanuatu and PNG.

APPA members now include over 800 of the top promotional product professionals in the region. APPA promotes the development and good standing of the advertising industry which is concerned with the manufacture, distribution and application of promotional products – in accordance with business practices and ethics that meet the highest industry and community standards.

APPA is a proud, founding member of the International Federation of Promotional Product Associations (IFPPA) and they promote professionalism, ethics and communication throughout the world wide, multi-billion dollar promotional industry.

APPA is committed to providing the most up-to-date information on our industry. We've recently completed a survey of more than 200 customers in Australia and New Zealand. This has been conducted by independent research company Sweeney Research. It highlights a number of valuable insights into how the wider marketing community perceives the value of promotional products.

95% of all respondents expected their promotional product spend to either stay the same or increase.

The highest spenders are large corporates followed by SMEs and not-for-profit organisations.

Reasons given for the increase:

- Changes to marketing strategy
- An increased focus on marketing
- General business growth
- An increase in their marketing budget.

75% or more of respondents believe their promotional product supplier is creative, proactive; understanding of business needs and provides value for money.

SMEs love promotional products!

45% of all SMEs have an annual budget for promotional products. 54% of SMEs allocate 6% or more of their overall marketing budget to promotional products. The SME market is the most likely of all segments to increase their spending on promotional products in the next year (33%).

Why do SMEs use promotional products in their marketing mix?

- 87% of SME respondents said that promotional products help them connect with their consumers.
- Likewise, 87% said promotional products increase awareness of their brand.
- Other high ranking reasons for using promotional products among the SME base included encouraging brand loyalty (81%), providing added value to attendees at events and activities (79%) and creating a way to stand out from competitors.

Importantly, SMEs see promotional products as representing value for money (79%), essential to SMEs who have smaller budgets and are looking for strong ROI.

Corporate client and promotional products:

More than 75% of large corporate organisations allocate an annual budget to the use of promotional products in their marketing mix. Their average annual spend is \$43,000.

Over the next year, 95% see their annual spend on promotional products either staying the same or increasing.

90% of large corporates use promotional products to increase brand awareness. The next most popular reasons were: adding value to attendees at events or activities, reinforcing brand value, connecting with consumers and creating a way to stand out from competitors.

Most large corporates (79%) prefer to source promotional products from a preferred or pre-existing supplier, proving that client relationships really matter.

Corporate gifts were the most popular purpose of promotional products followed closely by corporate and event merchandise and offset printed materials. Between 20-40% also used promotional products for employee motivation and incentive programs, recognition of employee service, point of sale packaging, direct mail advertising tools and gift with purchase.

Corporate clients perception of the promotional products industry is overwhelmingly positive.

84% agreed promotional products offer value for money and 81% said the promotional professionals understood their business needs. Being proactive, creative and innovative was also highly regarded (70%+ agreed).

Budget allocation and forecasts:

Encouragingly, one in five anticipates spending more on promotional products in the next year.

- 52% of people do business with a company after receiving a promotional product



PLATINUM AWARD FOR OVERALL EXCELLENCE + GOLD AWARD



Woodstock Bourbon & Cola targets their brand to the working man with a tongue-in-cheek approach. Facing a difficult trading environment with regulatory change and record low beer pricing, Woodstock needed to make an extraordinary impact at Christmas and ensure dominance of the retail environment.

Independent Liquor challenged Belowtheline to find two different break-through promotional campaigns to drive repeat purchases in stores over a six-week period. The items had to be hugely appealing; prompting immediate purchase of Woodstock product to enter the draw.

Belowtheline did extensive research on the target market and delivered a concept never seen in NZ, a customised, horizontal Man Kitchen BBQ Charcoal Grill/Smoker and a 7ft Woodstock pool table. While in production, Belowtheline identified that the delivery locations were normally staffed by one person. Moving quickly to address this potential issue they designed the large pieces to be pre-assembled so the recipient could complete the display with ease. The easy-to-execute point of sale display added to in-store impact and resulted in store uptake that far surpassed projected target numbers.

The consumer WOW factor was provided within budget, meeting all timing expectations and providing additional important logistic considerations which made the overall promotion successful. This campaign delivered an absolutely fantastic double digit increase in volume vs. the same time a year ago with record entry levels achieved in-store (over 200% increase over the norm).

The effect across the business was tangible — energising the sales team, impressing the trade, and driving record entries in-store. The client rated this, "The best win-in-store promotion Woodstock has executed, which dominated Xmas in trade".

COMPANY NAME: Belowtheline NZ
CLIENT COMPANY NAME: Independent Liquor
ENTRY: Woodstock Man Kitchens & Pool Tables

What the Judges said:

- Perfect for the target market with remarkable sales results
- A striking couple of products with outstanding design that really are a 'must have'
- Added exceptional value by planning out a logistical solution, which helped the customer and their customers. This directly impacted the success of the campaign

SILVER AWARD



COMPANY NAME: Traction Promotions
CLIENT COMPANY NAME: LION – Beer, Spirits and Wine Ltd
ENTRY: TED TV FRIDGE

Lion required an 'edgy' win-in-store promotion that would have maximum impact and reinforce a number of brand values while appealing to their specific target market of 27-32 year old men and women who are down-to-earth and unpretentious.

Traction Promotions created the 68L bar fridge with built-in HD TV system, remote control, antenna, and front twin speaker system.

The client was thrilled, "Traction absolutely nailed the brief — winning the job and far exceeding every requirement. The Tooheys Extra Dry TV Fridge has been the most talked-about win-in-store premium so far in 2013-2014". Initial figures for this campaign show a huge uplift in volume and should far and away surpass the key performance indicators.



What the Judges said:

- Innovative mix of technology and socialising
- Impressive product with a high perceived value in a very competitive marketplace
- Perfect for the target market topping their excellent effort in the previous year's campaign

BRONZE AWARD

Aspen Nutritionals provided a brief to design and source a Gift With Purchase linked to the care of toddlers 12 months+. The item needed to have enough perceived value to drive a two can sale of S-26 Gold Toddler. Colours and creative needed to sync with the theme "Perfect Mix of Science and Love" and items sourced needed to comply with safety standards.

Brand Promotions designed the three-piece Toddler Lunch Pack. The insulated lunch bag attractively presented the gift on the shelf, while maintaining tamper-proof security due to a swing tag securing the double-ended zipper. Rigorous testing of all components was conducted to ensure child safety standards compliance.

Aspen Nutritionals were thrilled with it being one of the client's best-ever promotions, averaging approximate sales uplift of 134%.

COMPANY NAME: Brand Promotions Pty Ltd
CLIENT COMPANY NAME: ASPEN NUTRITIONALS
ENTRY: S-26 GOLD TODDLER GWP



What the Judges said:

- Great effort made in meeting all necessary safety standards
- The increase in sales percentage was remarkable in a niche market
- The illustration is reflective of the theme, and it's a cool design
- A high quality product which was excellent value for the unit cost



GOLD AWARD

COMPANY NAME: The Promotional Shop
CLIENT COMPANY NAME: Chris O'Brien Lifehouse
ENTRY: Lifehouse Merchandise Range



Chris O'Brien Lifehouse wanted to promote their newly opened cancer treatment and research facility with a sensitive range of retail products. Purchasing options needed to include an e-commerce website and their on-site shop.

The Promotional Shop answered the brief with an extensive range of products, including lifestyle surprises like soy candles and yoga mats. The Promotional Shop also developed, designed, and created the client's new online store.

Delighted with both the diversity of products and their new e-commerce store, the client was overwhelmed by the quality and feedback on the range, and the added value of the e-commerce solution underpins the campaign's exceptional success.



What the Judges said:

- Well thought-out products that are unique
- Exceptional graphics with subtle design aspects
- All-inclusive client service, from product design and development, through to online purchasing and web development

SILVER AWARD

COMPANY NAME: Flourish Promotional Marketing
CLIENT COMPANY NAME: Camp Quality
ENTRY: Camp Quality Vollie Shop



What the Judges said:

- The promotional company went the extra mile in donating their own time to getting the online store facility up and running
- Consistently branded with exceptional embroidery
- Collaborative development, and using the volunteers as models produced a fantastic emotional connection for the stakeholders

Camp Quality approached Flourish Marketing to help them increase brand awareness and increase volunteer engagement. Flourish Marketing came up with a two-pronged approach to the brief. First, they provided the client with a broad range of merchandise that was narrowed down in consultation with volunteers and staff, which resonated with stakeholders. Second, Flourish Marketing created an online store to sell the merchandise—using actual volunteers and staff as models, with the promotional agency generously donating a lot of their own time.

Camp Quality was very excited with the outcome and commended Flourish Marketing on their outstanding service and generous support. Because staff and volunteers were used as models for the website shoot, even more support was gathered for the website and ultimate sales.

BRONZE AWARD

COMPANY NAME: Adcall Promotions
CLIENT COMPANY NAME: The FOGS ARTIE Academy
ENTRY: ARTIE Academy

The FOGS program known as ARTIE (Achieving Results Through Indigenous Education) aims to improve educational outcomes of indigenous students in Queensland. ARTIE had a vision of using indigenous art for merchandise, which would be an incentive for primary and secondary students to achieve educational goals.

Adcall Promotions was able to turn this ambition into reality with a range of products that specifically spoke to the student demographic (often difficult to engage). The range contained various elements of a painting by a 17-year-old indigenous artist. In addition to design, product, and promotional advice, Adcall also managed the transportation and logistics of the products around Queensland.

Feedback from Academy participants and the wider indigenous community has been very positive and ARTIE has been inundated with interest from the students to acquire the merchandise. The best outcome, however, is that students are working harder at school in order to achieve the rewards.



What the Judges said:

- Beautiful design throughout — kid friendly and cool
- The product choice was well directed at the demographic
- It was great, creating interest in the project by highlighting artwork created by an indigenous artist and this created a strong emotional connection within the ARTIE Academy community

GOLD AWARD

COMPANY NAME: Sands Promotions
CLIENT COMPANY NAME: DHL Express (Australia) Pty Ltd
ENTRY: DHL Australia Lions Tour 2013



DHL wanted to showcase their naming rights to The DHL Australia 2013 Lions Tour by increasing brand awareness, promoting their partnership with Rugby Union, and creating engagement of the event at a global level. Sands Promotions designed and produced a multi-level, personalised, and comprehensive campaign which exceeded all expectations.

The recipients received personalised messages, depending on the target audience. DHL Global Board members received personally named and numbered Rugby jerseys. The entire group of couriers received a special gift pack delivered by the site manager and all staff/guests at each event received polo shirts. The outpouring of positive feedback to DHL during and after the event was fantastic. The client went on to praise Sands' 'shared vision' of their brand.

- What the Judges said:
- 100% creative from the promotional agency
 - Impressively provided the full spectrum of the personalised solution, which engaged the audience at an individual level
 - Very well thought out and executed campaign, building excitement on all levels of staff and stakeholders
 - Quality of goods is exceptional

SILVER AWARD

COMPANY NAME: Prodigy Promotional Merchandise & Workwear
CLIENT COMPANY NAME: Sitecore
ENTRY: Partner Engagement



- What the Judges said:
- Great idea that engaged computer people to get up and exercise
 - A strong example of engaging both staff and business partners in a cool and fun way
 - Reflection of the client's key values, while providing the solution in a short lead-time at a very reasonable budget

Sitecore approached Prodigy Promotional Merchandise & Workwear (Prodigy) to develop a campaign that would help build on staff and key partners' business relationships — something fun that would span over several months, so there would be an opportunity for interaction each month.

The solution was the idea of running an on-going Table Tennis Tournament with the products to be sent as part of the invitation — to encourage teams to start practising in their own boardrooms. The branding would also reinforce Sitecore's brand at every practice session.

Fantastic results, with more than 80% of partners accepting the challenge — allowed the client to build and maintain strong alliances. The created merchandise provided Sitecore with additional brand recognition, with a large number of posts across social media sites and Sitecore's special event website.

COMPANY NAME: WPM Group
CLIENT COMPANY NAME: ICRAR (International Centre for Radio Astronomy Research)
ENTRY: ICRAR Zero G Football

BRONZE AWARD

ICRAR, a major centre of excellence delivering world-class outcomes for science, engineering and high performance computing, was due to conduct an experiment which would take place on board an A300 aircraft specially modified for a 'zero G' flight.

ICRAR enlisted WPM Group to find something they could use as part of the flight in an effort to ensure media coverage of this unique activity and to prominently feature their brand. The brief was for something lightweight and compact that could be used in some way during the flight when photos and videos were made.

WPM Group designed, produced, and delivered a branded Aussie Rules football under very tough time constraints. It would be inflated once the scientists had taken off. They also promoted that this would most likely be the first 'zero G' game of footy in history. This prompted additional human interest with the media and further promoted ICRAR's name and location to a much wider international audience than originally expected.

ICRAR was tremendously happy with the unique photos and footage secured, which received both print and social media attention and have been featured in the client's own marketing extensively since.



- What the Judges said:
- A universal and levelling product for a niche organisation, which helped draw attention to their brand in a really innovative way
 - From what was originally just a simple request for a product, the promotional company created a media opportunity that became a prominent media tool for the client
 - They thought about the science of what product to select and, because of that, it received international as well as local exposure

BRONZE AWARD

COMPANY NAME: Arid Zone

CLIENT COMPANY NAME: Bosch Automotive Australia

ENTRY: Bosch Classic Automotive Collectibles

In 2013, the automotive industry was hit hard by news of impending closures of automotive manufacturing in Australia. In response, Bosch Automotive took proactive action in creating a program to illustrate that "Bosch Automotive Parts are here to stay". In partnership with Arid Zone, Bosch created products to illustrate the heritage of their brand, support PR activity, and incentivise distributor participation.

Arid Zone created and produced the 'Classic Collectibles' campaign, drawing on Bosch's heritage of loyalty to Australia to demonstrate their commitment to standing by their automotive partners through challenges facing the industry.

The campaign targeted retailers and workshops via a parts purchase incentive. Products were offered based on purchasing behaviour and then participants went into the major draw to win one of three 'Limited Edition Bosch Classic Fridges'.

Bosch was delighted with the results — 100 packs redeemed within two weeks. The program gave a significant push on part sales to bring it above average during the low sales period of the year. The New Zealand market decided to join the Bosch 'Classic Collectibles' program as well — even though they traditionally did not participate in Australian promotions.



What the Judges said:

- Great that the New Zealand market picked up the promotion as well, based on the success of the range
- Really cool, retro-looking graphic and great quality of the products provided
- Supplied all levels of the promotion including point of sale and printed materials



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GOLD AWARD

COMPANY NAME: PROBIZ
CLIENT COMPANY NAME: Pacemaker Headers P/L
ENTRY: King Brown Product Launch



When Pacemaker Headers began to launch their new brand of painted exhaust systems, they wanted to work with a promotional company who could both invigorate and inspire the "King Brown" brand. They wanted a professional company who could guide and create memorability while acting as a trusted extension of their own marketing team.

PROBIZ guided their designers and artists in developing every step of the new logo from concept to colour. Working to the specific demographic of customers and representing both the strength and power behind the product, PROBIZ not only co-created the logo and produced all the promotional products, but also designed press ads for insertion in the major four-wheel drive magazines.

The products produced were custom manufactured to be bright and representative of the new brand. PROBIZ also produced all the POS. Truly a one-stop-shop of services, PROBIZ exceeded every client expectation. Within six months the "King Brown" brand name was well-established and, within nine months, "King Brown" went on to hold a considerably larger than expected share of total sales for Pacemaker Headers.

What the Judges said:

- The promotional company was involved on a multi-channel level for the promotion: both as designer and brand developer
- An integrated solution for a customer launching a sub-brand that had not previously existed
- Eye-catching POS products with a quality feel
- End-to-end involvement, control, and input — which was excellent

SILVER AWARD

COMPANY NAME: Walkin' Promotions
CLIENT COMPANY NAME: showcase, Foxtel
ENTRY: Game of Thrones – The Iron Throne

showcase approached Walkin' Promotions to create, produce, and deliver a unique item as an Easter gift linking into the promotion of Season 4 of "Game of Thrones". The target market was the media and their call centre staff, to generate excitement about the popular television series. Walkin' Promotions delighted the client with the concept of a custom-moulded, solid Chocolate Iron Throne — an exact miniature of the iconic "Iron Throne". This was linked in perfectly, as Walkin' was aware that a life-size replica of the throne was touring nationally.

Every detail was explored, including the design of clever packaging which strategically displayed all channel logos and show information while showcasing the Chocolate Iron Throne brilliantly. Working hand in hand with local manufacturers, Walkin spent weeks perfecting the moulds before production began, also working to ensure the chocolate was not waxy but of a high quality. To ensure these fragile works of edible art weren't damaged by local couriers, Walkin' ensured hand delivery (even over the weekend of the Logies), so media recipients were ensured safe, prompt delivery of this powerful surprise gift, undamaged.

The Chocolate Iron Throne proved to be one of showcase's most outstanding pieces of merchandise to date, eclipsing the success of the Season 3 Chocolate Dragon Egg the previous year, and news of the Chocolate Iron Throne spread virally through social media.

What the Judges said:

- Considerable technical and design thought went into the creation of the moulds
- The product was an inspired choice for a wide range of recipients
- The promotional company put a spin on the success from last year and were exceptionally customer focused by ensuring safe, personal delivery



BRONZE AWARD

COMPANY NAME: Sister Kate Marketing
CLIENT COMPANY NAME: Missy Mischief
ENTRY: Soup's Up

Missy Mischief was looking for an innovative product to be used as a press kit for their client, Pitango, to promote their brand of soup — with a lead-time of only three weeks. They wanted a keepsake item that would create cut-through to their target audience. They requested branding connection with the theme 'easy lunch for one'.

Sister Kate Marketing created a microwavable branded soup bowl and spoon, presented in an insulated, Tyvek, reusable bag, which was fashioned to look like a crumpled brown paper lunch bag. The promotion added the perfect subtle 'retro whimsy' feel to the campaign.

Both Pitango and Missy Mischief were thrilled with the products, and all reactions received from media that received the gift were extremely positive.

What the Judges said:

- A perfect product with high perceived value, yet supplied in incredibly short period of time
- Ideal match to the client brief
- Well thought out with the target audience clearly in mind – journalists who receive media kits and gifts all the time
- Technically exceptional branding to withstand constant use



GOLD AWARD

COMPANY NAME: Get Smart Promotional Products Pty Ltd
CLIENT COMPANY NAME: Reed Exhibitions Australia Pty Ltd
ENTRY: Excavator Bucket Cufflinks



The client’s brief was for an industry specific, yet completely custom, thank you gift for the Asia Pacific International Mining Exhibition (AIMEX) 2013 that would also entice previously unattainable VIP Guests to attend the exhibition and encourage Exhibitors at the show to visit the Reed Mining Events stand. Their lead-time was short and they had limited funds.

Get Smart Promotional Products extensively conceptualised not only the product but the process, to devise what might capture the target market and motivate attendance. The result was the ‘excavator bucket cufflinks’ — a completely bespoke design, beautifully packaged in a wood box. Meeting the urgent delivery and budget, this distinctive gift surpassed the client’s objectives on all levels.

Reed Mining Events encouraged Exhibitors to engage via a voucher presented at their tradeshow stand to receive the gift. An impressive 100% redemption rate was clear evidence of the popularity of the product. A further testament to the success of this campaign was a 20% increase in VIP Guest attendance to the event.

What the Judges said:

- Substantial uptake increase from the previous year
- A specialised and quality gift that was reflective of the industry
- High perceived-value product that succeeded in connecting with industry stakeholders

SILVER AWARD

COMPANY NAME: Sister Kate Marketing
CLIENT COMPANY NAME: Jack Morton Worldwide
ENTRY: BMW Sydney Keepsakes Gift Box



What the Judges said:

- A wonderful way to build excitement each day
- Impeccably presented items reflective of the Australian lifestyle and their experiences
- Creative thought went into the execution of a very sophisticated idea

The client was looking for a gift for attendees at the 2014 BMW Dealer Convention in Sydney. Two hundred BMW Dealers from the United Kingdom would be involved in six days of luxury events in and around Sydney. They wanted an easily transportable, custom-made gift box, which would be placed in each delegate’s room that would have a gift added to it every day.

Sister Kate Marketing sourced unique gifts, which were placed inside the box. From coasters made from Australian banksia flowers to custom made candles poured in the Blue Mountains (one of the places they visited). The excitement grew with recipients looking forward to seeing what would be added to their box at the end of each day. The client was extremely happy with the finished product and the positive feedback from the convention attendees.

BRONZE AWARD

COMPANY NAME: FLiP Promotions Pty Ltd
CLIENT COMPANY NAME: Domain Principal Group
ENTRY: Domain Principal Group Conference Program



Domain Principal Group wanted to support their 2014 conference theme — ‘Fresh Thinking with a Heart’ — and to effectively display their new branding elements.

FLiP Promotions designed not only a beautiful, quality range of merchandise for the event but also value added by designing and delivering all the conference programmes, custom name badges, and print materials. Extensive work was put into the demographics of attendees to find useful and valued items.

The client commended FLiP Promotions on their excellent customer service—including value-for-money and on-time delivery — and on their ability to understand clients’ needs and translate them into an impressive conference solution.

What the Judges said:

- Fantastic added value that FLiP Promotions provided all aspects of the conference materials
- Practical, lifestyle gifts ensuring a high retention rate with delegates
- Good continuity throughout the series of beautiful products

GOLD AWARD

COMPANY NAME: Events Plus Promotions
ENTRY: Bright Ideas



Events Plus Promotions were looking to increase sales, provide products that prompted ‘immediate use’ at their clients’ desks, and re-connect with existing clients. They created a marketing database using existing clients and new prospects to send out two campaigns, six months apart. This would create a follow-up opportunity and show recipients they were interested in building a relationship. These would be followed up with calls to ensure the recipients received their engagement triggers.

The two strong messages were reinforced with correlating products. “Let Events Plus provide you with a clear view of branding opportunities” was accompanied by a branded screen-wipe, while the message “Events Plus has 100s & 1000s of ideas to make your brand stand out” was cleverly supplied with a bag of Freckles chocolates and a re-usable coffee cup.

What the Judges said:

- This promotion showed unsurpassed return on investment in this category
- Resonated with the women’s market with an obvious female flavour, which reflected both the organisation itself and their target market
- Useful products with a consistent brand message

The promotion not only had staggering sales results, it also enabled a positive first point of contact to start or reignite a conversation with Events Plus Promotions. The relatively small initial investment was paid back hundreds of times over with orders from new and existing clients.

SILVER AWARD

COMPANY NAME: Sister Kate Marketing
ENTRY: Sister Kate Chocolate



What the Judges said:

- Clever thinking outside the box that was translated into new business
- Introduced an interesting, creative, low-cost product, in a short turnaround time
- A fantastic emotional connect with creating new ideas for their clients

Sister Kate Marketing was looking for a gift promotion to illustrate their culture of working with clients to create unique and memorable items. Enter the Personalised Chocolate Bar which included a ‘menu’ of available ingredients and a reply-paid postcard for the recipients to indicate their toppings of choice. Chocolates were sent back in subtle, simple, brown paper packages tied up with string and branded with a special version of the Sister Kate Marketing logo, which included the tag line “Sweet Ideas”.

Sister Kate Marketing started the roll out with their existing client base, and then moved to a target ‘wish list’. Clients loved their chocolate bars and a number asked if this was something they could produce for their own and their clients’ promotions. Just one week after the initial mail-out, the campaign saw a remarkable 80% return rate.

BRONZE AWARD

COMPANY NAME: Stickers and Stuff
ENTRY: Distributor Self Promotion – Stickers and Stuff, celebrating 20 years in the Promotional Products Industry

Stickers and Stuff was celebrating 20 years of business in the Northern Territory, and saw this as a great opportunity to connect with existing clients and create new business opportunities. Special guests from past and present were invited to a gala party at their business. The event also opened to a BBQ with a multitude of live music from well-known local talent, which engulfed much of the parking lot in their business park. This involved not only their clients, but their neighbours who welcomed the celebration. Some have gone on to become new clients.

Everything was painstakingly planned and custom-designed for the event — from the invitation, huge banners, gift bags, and staff outfits to individual fans to help with the heat. Photographs and press releases from the event were used to reach a broader audience, beyond party attendees, via: standard and social media, the Stickers and Stuff website, Facebook, and on their email signatures.

During the event the showroom was on special showcase with staff highlighting case studies and products for the attendees. Future business activities were discussed and planned. To the surprise of Stickers and Stuff, orders were placed on the spot and new leads and solid orders made a very healthy return on investment for this special event.



What the Judges said:

- They formulated their event perfectly to their target audience, their clients, and even other businesses nearby. Great idea to invite clients from the past to re-engage them
- The party is a unique way of promoting their business, rather than just a media release to clients. It looked incredibly fun and engaging
- A diverse range of specialised products of high quality and perceived value
- Opening up the showroom to highlight case studies had great results

GOLD AWARD

COMPANY NAME: DKM Blue
CLIENT COMPANY NAME: Akubra Hats Pty Ltd
ENTRY: Akubra Licensed Luggage & Accessories



What the Judges said:

- The quality is absolutely exceptional and the designs are reflective of the brand
- DKM Blue was able to interpret a really challenging brief to extend what has been a singular iconic range into a whole suite of quality products
- This endeavour has Australian excellence at heart: an iconic Australian brand, Australian designed and Australian-launched product, taken globally with great success

Akubra Hats envisaged a broader target market than their iconic headwear and wanted to include other product lines that appealed to demographics like B2B, wholesale, retail, and corporate. To achieve this, they granted DKM Blue an exclusive, worldwide license to design, produce, and market a range of luxury luggage and accessories under the Akubra brand.

For stage one of this partnership, DKM Blue designed and created a coordinated range of luggage and accessories. Every detail of exceptional quality was painstakingly attended to (this included beautiful custom gift boxes and dust bags). The products were launched through selected retailers and online — including an exclusive retail website. QANTAS Inflight Duty Free Sales also included product from the range in three separate editions of 'In Sky Shopping'.

This hugely successful brand extension strategy focusses on the long-term growth of the Akubra brand, which will encompass a large number of product categories: luggage, clothing, and homewares.

SILVER AWARD

COMPANY NAME: Slick Promotions Pty Ltd
CLIENT COMPANY NAME: Network Gaming
ENTRY: TASkeno Re-brand

What the Judges said:

- A consistently branded range that is bright and catches the eye
- A fine example of rebranding energising the marketplace
- A well-thought out, researched range: engaging and useful items specific for the target market

Network Gaming was looking to re-launch the TASkeno brand, to promote their upcoming 20th Birthday, and regain customer loyalty. Products needed to vary in value, be customised with the new TASkeno logo, and be delivered in the tight timeframe by the relaunch date.

The team at Slick Promotions presented the client with a range of items to incentivise punters. These promoted the new TASkeno games and quickly became sought after, due to Slick's target market research of the recipients. The brand rebuild was launched with a clever combination of lifestyle and brand-relevant products. Items were distributed as prizes, loyalty gifts, and sponsorship items throughout Tasmania. The campaign was supported by extensive TV advertising, printed advertisements in the three major newspapers, in industry magazines, and via social media.

TASkeno saw a significant lift in game sales with turnover increasing by 5.9% initially and continuing at around 5% — a remarkable achievement in a market that has seen negative growth over the past two years. The client was overwhelmed by the results during the campaign and even more amazed to see the growth continue after the initial promotional period had finished.



BRONZE AWARD

COMPANY NAME: Slick Promotions Pty Ltd
CLIENT COMPANY NAME: Cadbury Visitor Centre (Mondelez Australia Pty Ltd)
ENTRY: The Freddo Collection

Cadbury, who have stringent criteria for their branded products — including quality and brand compliance — were looking to maximise visitor expenditure at their Visitor Gift Shop and to celebrate the long-standing Freddo brand. Slick Promotions began the process of creating an unforgettable vision for the 'Freddo Collection' with creativity in design and unusual branding as its cornerstones.

The client was overjoyed with the impressive results from this 'cheeky' range of promotional products that children love to collect, and parents and grandparents are happy to buy as keepsakes of their visit to Cadbury Tasmania. The new range has extended visitor time in the gift shop and the 'Freddo Collection' has established itself as a self-funded, income-producing range of collectables.

What the Judges said:

- A playful range, which engages the younger audience, while adhering to rigorous branding requirements
- Notable technical skill with branding — the details on the products are fantastic
- You can't beat the margins and sales results — simply astounding



GOLD AWARD

COMPANY NAME: Flourish Promotional Marketing
CLIENT COMPANY NAME: Peter's Ice Cream and Leo Burnett Melbourne
ENTRY: Maxibon Hangryman Esky



The client's brief was to develop and provide a Gift with Purchase, designed to market Maxibon ice creams to a strategic target — Australian 'blokes' between 18-25yrs. With a tight timeline and limited budget, the promotional company had to use their full creative force to exceed expectations.

Flourish Promotional Marketing scoured their vast product resources and developed and modified the smallest Esky in the world — just big enough to precisely fit two Maxibons. It was made to fit any belt (but also came with one) and thus the 'Hangryman' was born. Blokes had to post a photo of themselves eating a Maxibon on Instagram or Facebook to claim their Hangryman. The Hangryman was launched through the humorous spin 'B2B or bloke to bloke' marketing, with accompanying video, outdoor, POS, and social media all raising awareness of the campaign.

Men flooded online from day one to claim their Hangryman. Over 2000 campaign photographs were submitted to the Facebook page alone, and the fan base increased with huge social interaction online. As a result, Maxibon is now seen as a genuine snacking alternative for blokes.



What the Judges said:

- A clever ad campaign enhanced by a quality product with the "I want that" factor
- Sophisticated execution of a playful idea
- POS, together with online interaction with the product achieved an extraordinary social media result

SILVER AWARD

COMPANY NAME: Sister Kate Marketing
CLIENT COMPANY NAME: Fuji Xerox Australia
ENTRY: TEDx Chalk



What the Judges said:

- Great representation of ideas and communication through the simplicity of chalk as the vehicle
- Nice use of branding with the (#) hashtag to prompt action
- An emotional response from older participants who probably haven't held chalk and written on a chalk board since pre-school days — a clever emotional connect to a retro form of communication engaging a new form of communication

The client's brief was to create a delivery mechanism for coloured chalk to be given to attendees of TEDx promoting the University of Sydney as a major sponsor of the event and upholding the TEDx ethos of 'expressing ideas'. The chalk was an illustration of the blending of old and new ways of expressing ideas. A chalkboard was set up in the Opera House foyer and attendees used it to write their ideas and photograph them.

Sister Kate Marketing designed a natural-finish pillow box to hold retro sticks of coloured chalk. The box was printed with logos, the text "What is your greatest lesson to share?" and #passionsydney as a social media prompt.

The inclusion of the hashtag was a huge success. Images of the Sydney University chalkboard appeared on social media platforms including: Instagram, Facebook, Flickr, and live streaming. The promotion was an unmitigated success, strongly fuelled by the participation of attendees.

BRONZE AWARD

COMPANY NAME: Flourish Promotional Marketing
CLIENT COMPANY NAME: Sanofi & Publicis Mojo Brisbane
ENTRY: Telfast Hanky

The client wanted to drive hay fever sufferers to a Facebook page for Telfast and increase the Telfast social media community. The challenge was to work closely with the involved agencies to develop an inexpensive item with enough tangible value that it would be retained and shared on social media channels. The solution was the Telfast Hanky (handkerchiefs with original artwork) which was mailed to consumers who interacted with the Facebook promotion. Then, if they posted a photo of themselves creatively using the hanky, they were entered into the draw for a major prize. The majority of exposure for this campaign was all through social sharing.

The people who entered the promotion were engaged with the colourful, playful gift, and the entire first run of the product was gone within two weeks. The reaction on social media channels was outstanding, and the client was thrilled to keep the costs down while receiving maximum engagement.



What the Judges said:

- Dual engagement triggers worked well
- Engaged the target audience with large numbers of involvement
- Product was tangible, playful, useful, well designed, served a purpose, and yet it still drove social media uptake

GOLD AWARD

COMPANY NAME: Belowtheline NZ
CLIENT COMPANY NAME: Sanitarium Health & Wellbeing NZ
ENTRY: Weet-Bix Kiwiana Tin



What the Judges said:

- 100% creativity from the promotional company
- A design of iconic images that emotionally connected with New Zealanders
- GREAT sales results and loved that the Gift with Purchase was designed to house the product it was promoting, without losing valuable shelf space

Sanitarium Health & Wellbeing presented the challenging brief of creating a promotional product to celebrate New World's 50 years of grocery retailing and to motivate shoppers at point of purchase to buy additional boxes of Weet-Bix. It needed to be provided in a short lead-time and only inhabit limited space on the shelves.

Belowtheline examined the two companies' brand values and married them together with a Gift with Purchase that would resonate 'all things New Zealand'. The Weet-Bix Kiwiana memorabilia tin became quickly collectable, while the tin's clever product design took up very little extra valuable shelf space. 100% of the creative came from Belowtheline — from design to delivery — all within a six-month lead-time, which included the Christmas period. Produced well under \$5.00, the tin drove amazing displays across the country.

SILVER AWARD

COMPANY NAME: TRACTION PROMOTIONS
CLIENT COMPANY NAME: William Grant & Sons
ENTRY: Glenfiddich Stag Head Stopper

What the Judges said:

- Traction Promotions built a relationship based on loyalty that's some of the strongest client feedback we've seen
- A terrific Father's Day promotion which received global recognition
- Easily identified as a premium product for a premium brand — at a low cost



William Grant & Sons wanted to acquire new (and reward existing) customers purchasing Glenfiddich 12YO by adding value. It needed to build brand image through Father's Day. It was imperative the Gift with Purchase could fit inside the existing packaging.

Traction used the iconic symbol of the Glenfiddich stag as a vital part of brand identity and then focused on quality craftsmanship to reflect the luxury credentials of Glenfiddich. Traction also designed the packaging. The impressive results were 48% uplift versus baseline sales and exceeded all forecast expectations. It was the largest increase of all previous campaigns. Feedback from the client was superlative. William Grant and Sons' CEO said this was his 'favourite premium to date'; the brand team in Scotland (meticulous guardians of the Glenfiddich brand) were similarly impressed; the Canadian team considered the Stag Head Bottle Stopper a 'game changer'.



BRONZE AWARD

COMPANY NAME: ASB Marketing Pty Ltd
CLIENT COMPANY NAME: WA Police – Community Engagement Division
ENTRY: WA Police for Eid Celebrations



WA Police sought a program that would build the community relationship between the Muslim Community and the WA Police. Eid-al-Fitr is an important celebration at the end of Ramadan where the WA Muslim Community visits King's Park to pray and celebrate with family and friends. WA Police wanted a small gesture to show support by wishing the Muslim Community of Perth a blessed Eid Celebration.

ASB Marketing designed the budget-conscious products (magnetic bookmarks, short flexi-rulers, and custom printed stickers in a range of colour options) all in-house. They were decorated with an Eid Mubarak Arabic Blessing and based on images the client provided of culturally significant art.

The client was thrilled with the results and the feedback from the recipients. It perfectly illustrated how a small gesture can make a huge difference for the better. The event was reported in local newspapers and received widespread attention via Facebook and Twitter.

What the Judges said:

- Impressive collaboration with the client to understand what was pertinent to the target market
- Fine looking products for well under \$3, useful and dignified in presentation
- A valuable emotional connect with a minority community

GOLD AWARD

COMPANY NAME: Chilli Promotions
CLIENT COMPANY NAME: RMIT University Library
ENTRY: RMIT University Library Merchandise Range



RMIT's brief was to encourage the use of library services by students and to promote their "Ask a Librarian" programme. RMIT specified eco-friendly, sustainable products that would be useable throughout the year and act as a programme trigger.

Chilli Promotions' solution was a mix of traditional and modern items, which included combinations of biodegradability and carbon offsetting using a number of elements including bamboo, recycled/unbleached paper and non-woven variations.

Chilli Promotions ensured minimal packaging to prevent wastage and, with their Chilli-carbon offset program, were able to account for every aspect of manufacturing, production, freight, and delivery.

After students received the products, RMIT libraries saw a 35% increase in use of library services. Students and the University provided incredible feedback not only on the products but on Chilli Promotions' green credentials.

What the Judges said:

- Fantastic range of products which were well received by the target audience
- Dramatic increase in programme service utilisation
- Carbon-offset was the perfect addition to the overall range

SILVER AWARD

COMPANY NAME: All About Promotions
CLIENT COMPANY NAME: Two Degrees of Separation
ENTRY: EFI Sustainable Energy Campaign



What the Judges said:

- The packaging was made from natural and recyclable materials with subtle but effective branding
- An intelligent way to disseminate a Christmas message in an eco-friendly way
- Intuitive tie-in with a company promoting energy efficiency

The client, Two Degrees of Separation, had developed a Christmas message PDF for EFI (a sustainable energy company). The PDF included links to the first two issues of 'Just Good Business' Magazine and the '2012 Sustainability Leadership Report'. EFI wanted to express appreciation to their clients and alert them to the new brand, while acknowledging important topics around business, brand, and sustainability.

All About Promotions developed the perfect way for EFI's Christmas message to be delivered in an environmentally friendly and sustainable format. Recycled, wooden USB flash drives, engraved with EFI's newly developed logo, provided clients with something more interesting than a Christmas card (with the added benefit that clients could reuse the USB). All About Promotions also developed the recycled presentation cardboard boxes, which included a Christmas message. This resulted in an effective direct mail campaign that helped relay multiple messages directly to clients.

BRONZE AWARD

COMPANY NAME: Designer Gifts
CLIENT COMPANY NAME: KU Children's Services
ENTRY: Environmentally Sustainable Program



KU Children's Services, an early education provider that is passionate about environmental concerns, was looking for a product to provide students through the annual enrolment program.

The solution was a lightweight, comfortable, colourfast, and eco-friendly bucket hat completely made of sustainable/eco-friendly components (recycled PET Bottles — using non-biodegradable waste polymer materials). It was washable and suitable to fit toddler to preschool-aged children. Designer Gifts provided a highly cost-effective, efficient campaign without excessive administration.

Designer Gifts worked closely with the client to provide essential modifications, which included an adjustable internal Velcro strap. This allowed the client to order one-size-fits-all that could be adjusted for children of different ages.

The client reported that their expectations were exceeded in terms of quality, practicality, and sustainability. In line with their brief, this promotional campaign cost a mere 0.08% of enrolment funds.

What the Judges said:

- Low cost product well-targeted to young children
- Customised adjustable sizing reduced the overall cost of the campaign
- Recycled materials suited the client ethos and was clearly highlighted on the product itself



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