



EXCELLENCE AWARDS

Australasian Promotional Products Association

create promote engage



INTRODUCTION



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There have been a number of recent disruptions, both technology and human based, that are affecting the way customers engage with suppliers, with how employees perceive their employer, and how customers source products and services. One emerging disruption is the growth of collaborative consumption where consumers or businesses combine consumption power to obtain and share resources, products and services. The growth of businesses like Uber and Airbnb has been matched by Australian and New Zealand based businesses and share consumption platforms such as Flexicar, The Great Garage Sale and GoGET Car who have shown growth levels of 50% per year or more since they started.

In areas that we are more familiar with such as online purchasing, we have seen the purchaser take control of the experience determining when and how they purchase. This change in consumption behaviour has not only moved the purchase control to the consumer, it has also increased the level of electronic word of mouth associated with choosing suppliers, platforms, and products and services. On the other side of the business equation, companies are actively transforming themselves into desirable workplaces and surveys such as the "Best Places to Work in Australia" by BRW are becoming more frequent. Small business hubs are forming in order to match the market presence of larger competitors or to share resources and manage costs.

The one aspect that is consistent across all these different types of disruption is the need for an authentic experience and to be valued as a customer or employer or supplier or member. Anything that adds to the experience or demonstrates that the person or company involved is valued enhances the interaction. Which brings me to promotional products. The best promotional products enhance the experience for the recipient, they create a memory prompt and represent the value that the supplier or company places on the customer, member, employee or user.

This year we saw over 100 submissions in ten categories with one linking theme. At the heart of every submission was the desire to enhance the value and the experience for the recipient. From consumer programs/gifts with purchase, through to merchandise programs, and charity/not-for-profit programs, the submissions demonstrated a design process that put the end user in the central position. As one-to-one marketing and customised experiences become more widespread, the promotional product becomes a key point differentiator. A great promotional product makes us think, or smile, or share, or do all three. It represents the company and can add to brand equity on one hand. On the other hand, that small moment where we buy or receive something that recalls the moment, adds to the unique and authentic experience.

We saw an incredible range of products, ideas and presentations and the judging panel were transformed by the creativity, design and thoughtfulness of the products and merchandise ranges. But overall, the key impression was that every product and idea we saw put the customer first. It was a tough job choosing the Gold, Silver and Bronze in each category, but this just shows the strength of the APPA community and we look forward to seeing even more entries in 2016.

Wishing you all the best.

CONTENTS

PUBLISHER
Australasian Promotional
Products Association

DESIGN LAYOUT
Strategy Direct
www.strategydirect.com.au

03	Limited Budget (under \$5.00)
06	Business to Business Programs
08	Non-Profit or Charitable Organisation Promotion
10	Consumer Programs – Gift with Purchase
12	Creativity in Locally Stocked Product Production
14	Tradeshaw and Conference Programs
16	Distributor Self Promotion
18	Merchandise Programs
20	Social Media and Web Based Promotions
22	Direct Mail Promotion

PLATINUM AWARD FOR OVERALL EXCELLENCE + GOLD AWARD



GOLD AWARD

Company Name:
Flourish Marketing

Client Company Name:
Pantera Press

Entry:
Magnetic Poetry for Book Launch

What the Judges said:

Clever, witty, literary, targeted, relevant, interactive for both retailer and customer. Fully met the requirements of the client on a very tight budget. Logistically sound and simple, fantastic ingenuity, with great results.

Seeking a gift with purchase (GWP), Pantera Press needed to promote the latest title in the Rowland Sinclair Mysteries series. The objective was to secure book orders and promote the rest of the series. The GWP had to respect valuable retail space, be pack-and-store friendly, create a link with the book/series and author, and reflect the innovative, creative approach of Pantera Press.

A Magnetic Story Set (MS Set) was created using words and imagery from the series focussing on keywords from the new title, *A Murder Unmentioned*. The MS Set also utilised original illustrations by the author. A5 flyersheets offered a cost-effective POS solution.

Seven months before release, an advance copy and branded bottle of wine was presented to conference delegates. The MS Sets were targeted at bookstore reps preparing for the Christmas sell-in and were distributed to leading bookstores, used at author appearances, and given to key media reviewers.

This GWP complemented Pantera's publicity strategy, resulting in excellent publicity and critical acclaim for the book. Initial orders represented a 68% increase in sales over the previous title. There was a 48% increase in sales for the whole series and 20% increase for the first book.

The [MS Sets]... were easy to deliver, fun to promote, booksellers found them ideal to store and distribute... offered longevity and continue to create ongoing interest in the book... (Pantera Press).

LIMITED BUDGET (UNDER \$5.00)

SILVER AWARD

Company Name:
Stickers and Stuff

Client Company Name:
City of Darwin

Entry:
Animal Management

What the Judges said:

An elegantly simple, budget-conscious solution. The strong link between the campaign and the product conveyed the message beautifully. A practical item actively sought out by the target market. Cheap but desirable.



The goal of this campaign was to educate dog owners to take responsibility for their pets and their mess, keeping Darwin City and surrounds dog poo free!

The client came to Stickers and Stuff, looking for a low-cost product they could produce and distribute in reasonably large quantities. The product had to be useful and carry a strong message to dog owners to take responsibility for cleaning up after their pet.

The target market was any dog within the local council municipality but, since dogs can't read or clean up after themselves, the target market expanded to include their owners!

The promotional product solution was a 'Doggy Poo Bag Holder'. This is a clever little item – holding plastic bags and including a clip for attaching to a lead.

The campaign was launched at the Darwin Show – with people making a special effort to visit the City of Darwin Awareness booth to get one of the bag holders.

They have since used them at a range of events, including the RSPCA Million Paws Walk.

BRONZE AWARD

Company Name:
PPI Promotion and Apparel

Client Company Name:
Santos

Entry:
Santos Tour Down Under Fedora

What the Judges said:

To achieve the target of brand awareness, this product was original, engaging, and captured the interest of cycling fans, media, and staff. Great visual impact.



Santos, the official sponsor of the Tour Down Under, wanted a promotional product to publicise their sponsorship. Brand exposure was crucial as this event sees a flood of merchandise given away by sponsors and cycling teams.

They needed a product that would stand out. Since the other sponsors' corporate colours were varying shades of blue, Santos needed to create visual impact in a sea of blue merchandise.

The demographic covered everyone from children to retirees – 786,000 spectators and 37,000 event-specific visitors. It was essential the product not be gender or age biased.

A bright orange fedora with a process-blue band was produced – the Santos logo in highly visible white.

Fedoras were handed out at all stages of the event – including being thrown from official cars as they drove around the circuit. Before long, the crowd was a sea of orange hats. The popular product played a key role in Santos receiving more media coverage than expected, and making it their most successful Tour Down Under so far.

Pivotal to the success of Santos' brand recall was the innovative orange fedoras... (Santos).

BRONZE AWARD

Company Name:
Sister Kate Marketing

Client Company Name:
Havas Worldwide Australia

Entry:
Top Gun Aviators

What the Judges said:

This says everything that's great about being in the RAAF. The 'on song' Aviator Sunglasses are a universal symbol for Air Force excellence. There's a strong link between the campaign and the product.



Havas Worldwide was looking for a promotional product for the Air Force Division of the Australian Defence Force Academy (ADFA). They wanted an item for a recruitment drive – embodying the excitement and adventure of a career with the Royal Australian Air Force (RAAF). The item would be distributed nationally and at various events, particularly Bathurst 1000. RAAF combined with Red Bull Racing to produce a series of short films – combining humour and pop-culture references to link the glamour and excitement of motor racing with a RAAF career.

ADFA wanted a promotional product to tie in with these films. One that could eventually become a stand-alone item, used for ongoing recruitment.

Sister Kate Marketing worked with Havas to source Aviator Sunglasses in a branded pouch. This broadly appealing item has tie-ins to motor racing, outdoor, extreme and adventure sports, action movies and TV, all the way back to the classic, Top Gun.

Ten thousand pairs of sunglasses were delivered to the client for under \$3 per set – well under budget.



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

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WOULD LIKE TO THANK



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GOLD AWARD

Company Name:
Flourish Marketing

Client Company Name:
Banjo Advertising & InvoCare Limited

Entry:
InvoCare Infusing Values Program

What the Judges said:

A consistent and coherent campaign – very well executed, achieving all objectives. Quality products, beautifully presented. It's a fusion of clever concepts.

InvoCare was ready to launch new business values. Their brief was to develop, produce, and share a product that would represent infusion of these values.

The promotional company developed the Tea theme – creating a number of promotional elements to communicate the InvoCare Way. Branded tea bag boxes were given to General Managers, who would launch the program to staff – each tea variety representing a different company value. USBs preloaded with Infusing Values videos were given to location managers – vital to the education component of the campaign. Employees received tea mugs as an enduring workplace reminder. These are used daily and when location managers hold the monthly 'Tea Talks' – discussing InvoCare values with their teams and providing staff with an opportunity to share examples where they demonstrate these values in their everyday work life.

The client was thrilled that the promotional company worked within the budgetary restraints and was so on target with the creative. As a result of the launch, members of an important but separate area of the business were so enthused they voted to formally adopt the InvoCare name.

SILVER AWARD

Company Name:
Chilli Promotions

Client Company Name:
Coles

Entry:
Coles Community Hero

What the Judges said:

A comprehensive and very well executed campaign that provided connections between Coles, staff, community groups, and the broader community. Everyone was a winner in this campaign – really unique.



During 2014 – their centenary year – Coles wanted to reward and celebrate team members who supported their communities. A lasting keepsake was required for winners of their Community Hero program. It was hoped this item would be worn with pride and start conversations with customers in store.

Chilli Promotions developed a number of promotional materials for the program – hero pins, polo shirts, and balloons and streamers to decorate stores, offices, hotels, and distribution centres across Australia. Over 2,000 winners received a Community Hero pin and shirt. The pins provided visibility to a large percentage of Coles' millions of

customers and the program was promoted via a purpose-built website, Coles catalogue spots, loyalty mail-outs, Coles radio, social media, and via news outlets. These heroes gave more than 30,000 hours to community organisations and customer awareness was raised as a result of the program, with over 125,000 website views during the campaign.

The client said that the products developed were integral to the successful delivery of the program, increasing team engagement and customer awareness.

BRONZE AWARD

Company Name:
All About Promo

Client Company Name:
The Skills Organisation

Entry:
ww100 ANZAC Commemoration

What the Judges said:

A thoughtful, internal campaign that had a much greater impact than was originally intended. A simple idea – well executed – with gratifying emotional connection between recipients.



The client sought a unique way to highlight the commencement of the ww100 commemoration celebrations with internal stakeholders. Commemorations began with remembrance of the 100-year anniversary of the Gallipoli invasion.

The poppy pots, supplied by All About Promo, were an obvious choice to initiate remembrance. Staff could grow poppies at work or at home. Many chose to include their children in growing the seeds as a way of engaging the next generation in the meaning of ANZAC Day.

Poppy pots were delivered to staff desks on 23rd April for staff to receive on the eve of ANZAC Day as a surprise. Remembrance boards

were created in Auckland and Wellington offices for staff to share family stories from both World Wars.

The client was thrilled with the unintended outcome of the poppy pots – a significant rise in staff engagement. “Without a doubt, the poppy pots were the most well-received organisation gift in the history of the Skills Organisation... The poppy pots really brought the wider organisation closer and... we all learned more about this important event in our history.”



GOLD AWARD

Company Name:
The Promotional Shop

Client Company Name:
Princess Margaret Hospital
Foundation

Entry:
'Stitches Bear' Campaign

What the Judges said:

A campaign that can continue to expand, has a strong emotional connect, and is engaging – for the Foundation, members of the public, staff, and the hospital.

A new character collection was required for the familiar Princess Margaret Hospital Foundation (PMHF) mascot, Stitches the Bear. The bears would be used for fundraising and to help the imminent transition to the new Perth Children's Hospital. The appeal would target supporters of PMHF, patients, their families, and the public.

The initial collection of plush bears included Angel, Chef, Doctor, and Firefighter bears. These were distributed via direct sales, online orders, and via the hospital store. When Santa and Miner bears were added to the collection, the Santa bears sold out and were a major factor in record fundraising. Miner bears also sold out and demand far exceeded expectations.

The Stitches Bear Collection allowed PMHF to meet and exceed projected sales, was a catalyst in enhancing valued supporter relationships, and is facilitating the transition to the new Perth Children's Hospital.

PMHF praised The Promotional Shop for their ability to understand objectives and consistently meet/exceed expectations. They noted that this partnership was pivotal in providing a strong basis for the Foundation's success.

SILVER AWARD

Company Name:
Arid Zone

Client Company Name:
Breast Cancer Network Australia

Entry:
BCNA Pink Lady MCG Allumination

What the Judges said:

An absolutely perfect product for this PR stunt and a 'shot at the G'. The client's brief for a torch was turned into something unique, memorable, and eye-catching. The aboveground shots showed how a simple idea can have a huge impact for a very low cost.



Breast Cancer Network Australia (BCNA) needed a creative partner for their merchandise program. The Field of Women event is held on Mother's Day eve during the AFL season in partnership with the AFL and Melbourne Football Club. 15,000 people dress in pink to form a giant Pink Lady at the MCG prior to the football match.

The aim was to create a spectacular sight and lasting impression, so they decided to include pink LED torches in participants' kits. Arid Zone was able to source torches with pink light!

Iconic aerial images were made possible by this light. Channel 7 telecast the event to an audience of over a million people, with images being picked up by other broadcasters and press.

The client was thrilled with the result and with funds raised through merchandise at the event. They commended Arid Zone for their creative development and the support of their staff 'merchandise crew', who volunteered their time to the campaign.

BRONZE AWARD

Company Name:
Adcall Promotions

Client Company Name:
The FOGS ARTIE Academy

Entry:
ARTIE Academy

What the Judges said:

The selection of products is perfectly relevant to the audience. These beautifully designed, quality products are definitely desirable. This is a campaign that could continue to grow.



Queensland based Aboriginal and Torres Strait Islander students participate in the ARTIE program, which encourages and rewards improvements in school attendance, behaviour, and academic achievement. The program motivates students with promotional product rewards. These products need to be cool, desirable, suitable for primary and secondary students, and sourced at reasonable prices. Adcall Promotions incorporated indigenous art by renowned Aboriginal artist, Cher'nee Sutton into the brand, to give it personality and bring it to life. Time spent converting the high-resolution images to vector art was donated to the client. Given the detailed nature of the artwork

and the consequential quality of the products, this contribution was invaluable, both monetarily and morally.

The client was delighted at being able to promote the importance of cultural identity in ways they didn't think possible and the feedback was superb. Adcall Promotions "...embraced our brand and the meaning behind it as if it were their own... There is a heightened sense of pride and increased desire to wear ARTIE Academy apparel since [they have] been involved."

CONSUMER PROGRAMS/GIFT WITH PURCHASE



GOLD AWARD

Company Name:
Brand Promotions Pty Ltd

Client Company Name:
Merial Australia

Entry:
Safecard Tick Identifier GWP

What the Judges said:

This entry was selected for originality of concept and great execution. The product was brilliantly on-brand, simple, logical, and effective. A terrific GWP!

Merial Australia wanted a GWP to drive purchases prior to tick season in a very competitive market. They wanted a product useful for pet care, rather than a toy – small enough to be shrink-wrapped onto product packaging.

Brand Promotions sourced a unique invention from Denmark known as SAFECARD™ - having discovered the invention through their WAGE ideas sharing network. This simple, credit card sized plastic card incorporates a magnifier and two very clever slots for safe removal of ticks. Over 8 million of these cards have already been sold in Europe.

The card was decorated with the client's logo and message, including full-colour illustrations of the most common Australian ticks. The double-sided sleeves for the SAFECARDS open out to become mini brochures, outlining the benefits of the Frontline product, and saving the client the significant cost of having to print a separate brochure.

This was a highly successful sell-in across all channels and a very good seasonal off-take at retail – in the words of the client – 'the best sell-in we have experienced in years and one of our best ever GWPs'.

SILVER AWARD

Company Name:
Zinc Group

Client Company Name:
Carlton United Breweries

Entry:
Victoria Bitter Live Cricket Watch

What the Judges said:

Extended a successful campaign in new directions and helped the client gain new followers, together with a high volume of engagement with the promotion. Traffic driven by a strong brand/product combination.



The link between Victoria Bitter and Australian cricket is intrinsic, if not legendary. The promotional industry remembers the 'Boonie Doll' and 'Pop Up Pub' that won awards across the globe. Given this history, there are high levels of expectation – from trade and consumers.

In the summer of 2014-2015, the Victoria Bitter Summer promotion needed to excite trade, increase volume and traffic, maximise sales through the peak period, and create talkability and PR opportunities.

Zinc Group answered the brief with a bespoke watch – synced via Bluetooth to produce vibrations and sounds, alerting the wearer to

updates in the game. This up to the minute technology provided scores for all official Australian team Test and ODI matches – to January 2016.

The Live Cricket Watch is a 'must have' promotional item that money can't buy. It leverages the strong cricket link to get blokes talking about Victoria Bitter all summer. A limited edition Pink Live Watch was developed for the McGrath Foundation, raising over \$7,000. The client was thrilled with positive integration results throughout the cricket broadcast.

BRONZE AWARD

Company Name:
Arid Zone

Client Company Name:
Redheads

Entry:
Redheads Natural BBQ Set Promotion

What the Judges said:

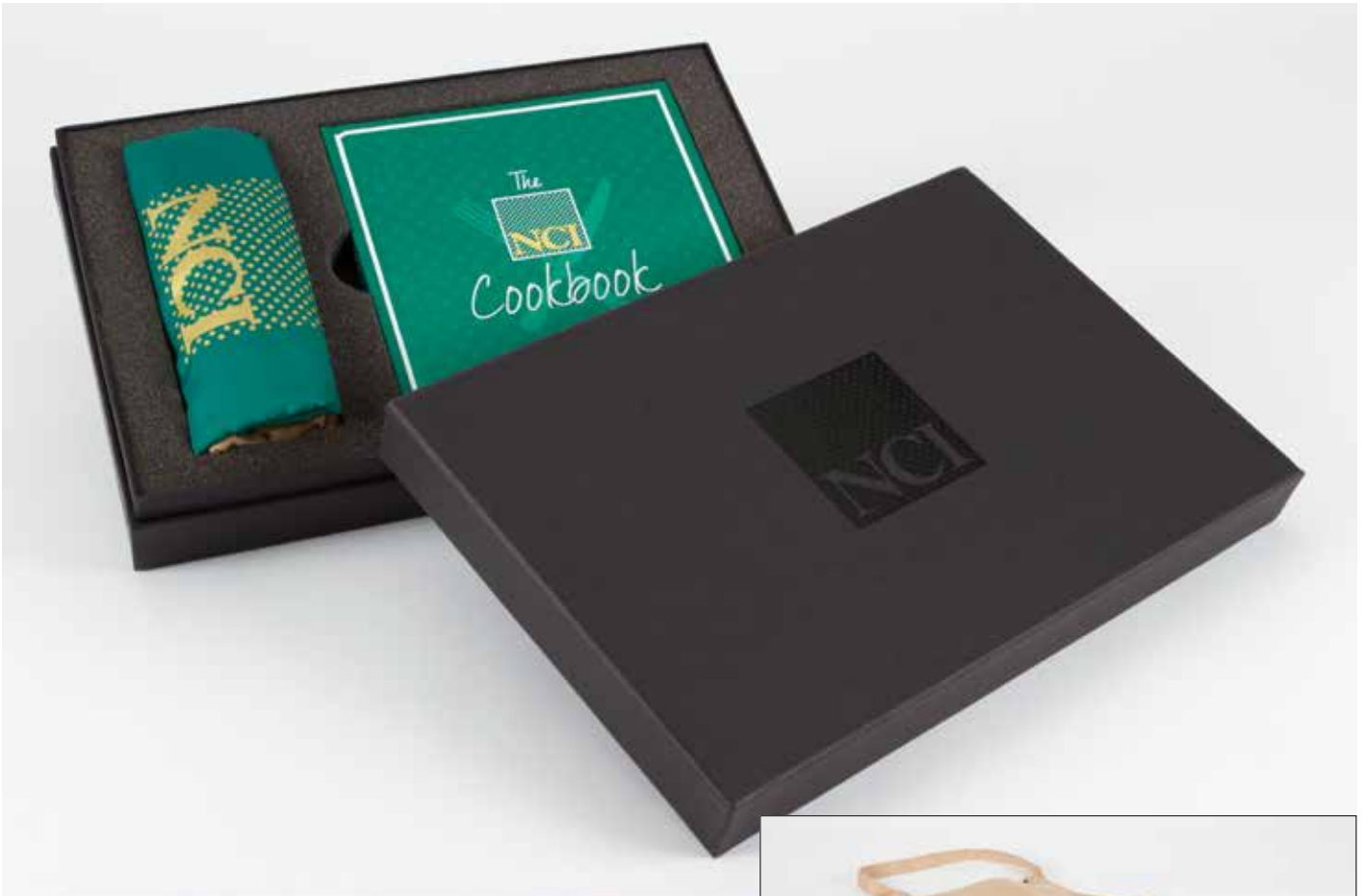
This campaign got point-of-sale into the main retailers and the incentive, although very obvious, was absolutely spot-on and very well branded. A simple, logical, and relevant concept with perfect results.



A GWP premium was required for a Redheads retail promotional campaign. The brief was to source a desirable product 'gift' to incentivise high value consumer purchases in a single spend – for Redheads BBQ charcoal products. The gift had to fit Redheads for brand relevance, quality, and trust – and drive purchase behaviour. Arid Zone produced a sought-after, high quality, and compact BBQ kit that complemented existing Redhead brand assets. They also cleverly designed the outer box, carry case, and utensils to act as a constant brand reminder.

The sales promotion ran in three national retailers with in-store promotions, including on-pack entry forms, posters, and display bins. Facebook, Instagram, and Twitter provided additional coverage. Entrants had to visit Redhead's Facebook or web site to show proof of purchase to receive the gift.

The client was very pleased with the results – not only overachieving their initial sales and share point growth objectives, but also with the displays in the major retailers, with 5,000 new Facebook followers, and with 39% purpose buyers.



GOLD AWARD

Company Name:
PPI Promotion and Apparel
(Orso International)

Client Company Name:
National Credit Insurance Brokers
(NCI)

Entry:
NCI Cookbook & Apron Gift Set

What the Judges said:

The differentiating factor was the team engagement as part of development – creating a connection to the audience and a personalised approach to the delivery of the product. Creative execution was lovely.

The client wanted to engage staff and clients using a bespoke gift with a personal touch, that reflected their business culture. They wanted customers to put a face to a name, and to show appreciation for them and for staff.

The gift would be presented to staff and to clients resigning their contracts – simply showing gratitude for their support. NCI wanted a useful item with high-perceived retail value that all recipients would use in their homes, putting NCI front-of-mind outside business hours.

NCI worked with PPI to develop a personalised cookbook and apron set. Staff members contributed the recipes – showcasing their varied personalities and creating a practical addition to the kitchen. PPI's graphic designer spent numerous hours designing the style and contents of the cookbook.

PPI approached Orso to excellent effect, relying on them for everything from manufacture to logistics.

The client was more than gratified, '...it was definitely the best gift we have given to date! The cookbook portrays the culture of NCI and reflects our working environment—warm and friendly.'



SILVER AWARD

Company Name:
Unipromo Pty Ltd (Logo-Line,
High Caliber Line of Australia Pty Ltd,
Range Works, Confectionery Corner)

Client Company Name:
University of Tasmania
Accommodation Services

Entry:
UTAS Merchandise

What the Judges said:

A campaign that really delivered on the objective: filling all the beds available. This was an exceptional result – with a direct link between the campaign and more than a quarter of applicants.



The University's Accommodation Services manages student residences for three Tasmanian campuses. The objective of the program was to promote awareness of accommodation facilities and services, and to recognise current residents.

The client wanted a functional product range that would appeal to the target audience and, where possible, be environmentally friendly and reusable. Because of the tight deadline, the products had to be locally sourced.

Unipromo chose a range of products from various APPA Suppliers. These were given to students during open days/O week, during high

school tours of accommodation, and at launches of new facilities. These gifts were also given to current residents celebrating birthdays and milestones.

Existing residents expressed delight at the gifts. The products are often seen around campus, promoting further interest in Accommodation Services. This campaign resulted in a gratifying increase in interest and applications. 25.4% of 2015 applicants were directly linked to events where these gifts were handed out. As a result, all available beds were filled, even in the new facilities in the north of the State.

BRONZE AWARD

Company Name:
PROBIZ (Dynamic Headwear,
The Works Printing Group,
Promotional Products Industries,
Logo-Line, Dex Group)

Client Company Name:
Nunkuwarrin Yunti of SA Inc.

Entry:
Link-Up SA

What the Judges said:

Lovely execution – very respectful and appropriate. Thought went into products suitable for varying ages. An impressive increase of 10% on new client intakes.



The objective of this program was to market the Link-Up SA program at Nunkuwarrin Yunti of SA Inc. and to directly benefit clients and their families taking part in reunions, as well as raise public awareness of the impact of past policies of removal on the Aboriginal communities and families. The client also wanted to acknowledge a personal journey through the Link-Up program.

PROBIZ was given an original, hand-drawn piece of artwork by Elaine Hardie, who is a member of the stolen generation. The title of the artwork is 'Been Stolen — To get to know your family before it's too late, because we have been stolen'.

The new promotional materials, with the inclusion of Elaine's artwork and 'grab slogan,' have provided the target audience with a connection to Link-Up SA in a cultural and contextual manner.

PROBIZ acknowledges that this land is the traditional land of the Kaurna people, and respects their spiritual relationship with their country. They also acknowledge the Kaurna people as custodians of the Adelaide region – and that their cultural heritage and beliefs are still important to the living Kaurna people.



GOLD AWARD

Company Name:
Flourish Marketing

Client Company Name:
Leo Burnett Melbourne & Mercer Super

Entry:
Mercer Launch

What the Judges said:

An elegant campaign and quality product, targeting the top end of town. Tangible, relevant, and engaging – an intelligent connect with the target audience. The impressive results nailed it for this entry.

The objective of this campaign was to create awareness for the launch of Mercer's new longevity product and generate leads with Australia's leading superannuation funds.

To entice delegates to Mercer's stand at the ASFA 2014 conference, they wanted to send out personalised wooden 'keys' to be used to unlock 'learnings' at their stand and redeem a bottle of champagne. The target audience included CEOs, MDs, and General Managers.

The response to the brief was beautifully formed, Australian Jarrah, wooden hexagonal blocks – representing the Mercer logo. Each block was hand-painted at one end with paint that matched the corporate PMS colours. It was then engraved with a unique code. The mailing boxes included custom printed sleeves and personalised letters corresponding to each code – enabling Mercer to track redemptions. As the 'keys' were redeemed, they filled a large hexagon at the trade stand.

The response exceeded all metrics for engagement (as well as industry benchmarks). The ASFA activation alone led to fifteen major super funds and corporations signing up – an incredible 25% conversion rate!

SILVER AWARD

Company Name:
WPM Group

Client Company Name:
ChemCentre

Entry:
Open Day 2014

What the Judges said:

The products got people involved – everything was interactive – you got to play with it, touch it, and learn from it. Strong sense of engagement with a broad audience. On target with a clever and incredibly interesting message.



From solving crime to keeping the earth healthy, ChemCentre scientists and staff are ever-ready to take on any chemical challenge.

The centre's Open Day is a fun day out for families and friends to learn about the role science plays in safeguarding the community, industry, and environment. The 2014 Open Day continued the previous year's 'Superhero' theme. The main objective was to increase traffic to the event and create interaction with the ChemCentre brand.

WPM Group came up with a range of products for four Superhero characters: Forensic Science Man, Analytical Chemistry Woman, Environmental Chemistry Man, and Emergency Response Woman.

These included t-shirts (sales of which went to charity), colour-coded balloons, flask-shaped pens, Superhero masks, and more. Collector badges and trading cards encouraged active engagement at the event. This very successful campaign ensured maximum publicity in the lead up to the event and optimised visitor engagement with the ChemCentre brand on the day. The centre experienced a 100% increase in visitors on the previous year.

BRONZE AWARD

Company Name:
Arid Zone

Client Company Name:
United Innkeeper/Thirsty Camel
Bottle Shops

Entry:
Thirsty Camel 'Hunt for Profit'
Money Box

What the Judges said:

A unique, original product with unique design features. Engaged the target audience at multiple points. Relevant both during the conference and post event. Very innovative.



The key objectives for the Thirsty Camel 'Hunt for Profit' session were to connect delegates with the theme, engage them in key topics and learning points, and provide a memorable branded gift from the experience that they could use in their retail businesses.

Arid Zone came up with the custom Thirsty Camel Moneybox, which played a significant role in the engagement of the members. During the conference, delegates put coins in the moneybox whenever topics were relevant to their businesses. This allowed organisers to measure conference effectiveness and helped delegates to understand their own businesses. The interactive gift was relevant to the overarching

theme. It created a more memorable experience for delegates and was an effective keepsake.

The overall feedback was extremely positive with over 90% of attendees rating the sessions as 'excellent' or 'very good'. Post conference, the franchises are still using the moneyboxes in their stores, and others – who were not at the conference – have requested them!

The client declared the campaign and the product chosen 'a very successful result'.



GOLD AWARD

Company Name:
Sister Kate Marketing

Entry:
Sister Kate Cans

What the Judges said:

We like the originality of Sister Kate. A lovely concept that is cheeky, engaging, and memorable. The creative and execution is very clever.

Sister Kate Marketing wanted to pack their products full of brand messaging to ensure they were front-of-mind with current and prospective clients.

They selected cans of sweets for a number of reasons: stand-alone message with no other print required; large brandable area; a chance to place their logo on the iconic Campbell's soup can; reusability of the can as a pen cup – adding longevity to the message; and – finally – the clever and humorous use of design and message. The perfect medium to convey the message that Sister Kate is clever and imaginative.

The tongue-in-cheek joke about other promotional products being generic, and the implication that working them is like opening a can of worms, perfectly matched the spirit of the campaign – as did the message that Sister Kate are the 'smarties' of the industry.

Forty sets of sweets cans were sent out – 70% to existing clients, 30% to target prospects. The response rate was overwhelmingly positive, with messages and emails from over 90% of recipients. One clever response: 'You are so clever! Love the 'can do' attitude!'

SILVER AWARD

Company Name:
**Prodigy Promotional Merchandise
& Workwear**

Entry:
Keep Your Brand Charged

What the Judges said:

This campaign impressed us by the channels they chose, the excellent results achieved, the range of solutions, and targeting those solutions based on a very solid understanding of their target audience.



Prodigy wanted a campaign that would strengthen their brand, cement relationships with existing customers, and entice new customers. They wanted practical and forward-thinking products suitable for our technology-driven society.

Prospective clients were sent a letter or email inviting them to discuss partnering with Prodigy – to keep their brand connected with the innovations of the future and to move forward as their business changed. Those that accepted were given a product. There was an impressive 16.6% response rate!

The second distribution was at a mining expo. People came to

Prodigy's booth, had a chat, provided contact details, and were then provided with a key from the 'treasure chest'. 10% of the 500 keys worked and, inside the chest, were the Prodigy products. 479 people visited the booth to participate – from which, Prodigy gained several major accounts.

Existing clients were given products, too – and Prodigy made personalised selections. For example, those who travelled extensively received a travel adaptor.

Originally conceived as a six-month campaign, they continued the program due to its success.

BRONZE AWARD

Company Name:
ASB Marketing

Entry:
ASB Power Bank

What the Judges said:

Unique to all entrants in the category, this was based on a 'spend' to achieve the prize – so there was revenue generation for the benefit of the product. An excellent campaign with significant results.



This giveaway was an incentive to reward new clients and convert them into long-term clients. The product was carefully selected to demonstrate that promotional products work.

For this campaign, ASB wanted a memorable, useful, and current product. Power banks are the hot ticket right now, and the custom packaging and purple colour strongly reinforced the ASB brand. A secondary objective for the campaign was to support a preferred supplier by promoting their product.

The target market included existing clients, new website visitors, and

sources of potential new business. Products were distributed either with a client's order or via an account manager visit.

An email launched the campaign, together with a banner on the ASB website and prompts in the 'ASB Insider' newsletter. The popularity of the product saw sales of the Curve Tablet Power Bank increase by over seven times compared to the previous quarter. The campaign also saw a gratifying increase in power bank sales overall, and was a memorable 'thank you' to ASB's clients.

MERCHANDISE PROGRAMS



GOLD AWARD

Company Name:
Chilli Promotions

Client Company Name:
Headspace National Youth Mental Health Foundation

Entry:
Yarn Safe ATSI Merchandise Program

What the Judges said:

A smart, clever, and relevant campaign that connected beautifully with the target audience. Quality products, clever thinking, and a clear understanding of Headspace values.

This campaign aimed to increase awareness of Headspace as a place for Aboriginal and Torres Strait Islander youths to seek information, help, and support for mental health issues. Headspace recognised that, to make a positive contribution in youth mental health, a help-seeking campaign was required. The goal was to connect and resonate with a specific target demographic, with strength and pride of culture pivotal to the presentation of the message.

The Yarn Safe merchandise program, developed by Chilli Promotions, was rolled out in three phases: a national launch, regional and rural events, and web merchandising. Centres were provisioned with merchandise but could order more from the web store. Chilli Promotions picked, packed, and dispatched these orders.

The promotional products used in this campaign were showcased with social media, including a YouTube video that received over half a million views.

The increase in Aboriginal and Torres Strait Islander young people using Headspace services is proof of the campaign's success. For Centres specifically involved in the Yarn Safe campaign, there was a 9.8% increase in young people benefiting from their services.

SILVER AWARD

Company Name:
Slick Promotions Pty Ltd

Client Company Name:
MONA

Entry:
MONA Gift Shop

What the Judges said:

'Pick it up, touch it, feel it' merchandise that carries the gallery experience forward into the shopping experience. These products are quirky and clever, and more than a bit special.



The Museum of Old and New Art is an iconic, international Museum in Tasmania, which attracts over 400,000 visitors annually. Their exhibitions aim to challenge, engage, and even confront. Consequently, visitors' posts to Twitter, Instagram, Pinterest, and Tumblr create viral interest in the destination. To further enhance their bold and unapologetic brand, the Museum gift shop carries an eclectic offering of merchandise including: syringe shaped pens in test tube packaging, custom cast metal keyrings, and bullet USBs.

The primary objective of the merchandise is brand awareness. The unique products relate to an artwork or an idea, or have a relevant

narrative. All have a very high standard of quality and are consistent with the heavily guarded and revered branding that is MONA. Each item provides an impressive return on investment and meets the objectives of brand-building and of providing visitors with enduring memorabilia.

MONA's Merchandise Manager commended Slick Promotions: "Our relationship is one of mutual respect and trust – it's good to know Slick has [MONA's] best interests at heart. This is a professional and motivated team."

BRONZE AWARD

Company Name:
Unipromo Pty Ltd

Client Company Name:
Bond University

Entry:
Bond University Merchandise Program

What the Judges said:

They've understood the local and international audience. The e-commerce solution and warehousing provide simplified management of the program with great cost impact. A comprehensive, diverse range of products.



Bond University sought a marketing partner who would appreciate the significance of their brand recognition and to simplify their merchandise ordering.

After an extensive review process, Unipromo was selected and given a brief to provide consistently branded, quality products, and deliver on cost savings. The range needed to be flexible enough to appeal to a wide demographic and to engage the audience with products of a high perceived value.

Bond uses their merchandise for a variety of events and marketing promotions including: conferences, student information days, staff

events, and occasions involving high-level stakeholders and VIPs. Unipromo's warehousing and online ordering simplified the management and ordering of Bond merchandise as required and achieved significant cost savings for the University – a 25% saving across the range via bulk ordering and a 70% reduction in on-campus storage fees. Their comprehensive reporting gave Bond the ability to monitor and measure every aspect of the program.

From the client: "Unipromo is a proactive, fuss-free supplier who works closely with all stakeholders to develop a top range of quality products."



GOLD AWARD

Company Name:

BTL

Client Company Name:
Television New Zealand

Entry:

**Shortland Street 'Love Hurts'
Fragrance**

What the Judges said:

With a tight deadline, they delivered a high quality, New Zealand product that captured the spirit of the campaign and secured the sought-after results.

Shortland Street is New Zealand's longest running soap opera. The objective of this promotion was to maintain viewer interest during the show's summer hiatus. TVNZ wanted to engage fans by asking them to create their own endings to each romantic cliff-hanger. Winning online entries would receive a prize.

They engaged BTL with a brief to create 100 bottles of 'Love Hurts' fragrance, which had to reflect a sexy and scandalous image. Finding a New Zealand perfumer to create the fragrance, BTL sourced beautiful, square bottles and arranged for laser-etched artwork on the glass, numbering each bottle to highlight their rarity.

Winners of the 'What Happens Next' online competition won a bottle of 'Love Hurts'. Tens of thousands of viewers headed to the site to read content or to enter to win the highly-coveted fragrance. (QR code on this page) The rest of the bottles drove PR via the show's Facebook page.

BTL delivered ahead of schedule and on budget to the delight of TVNZ – the product far surpassing expectations in terms of quality and attention to detail.



SILVER AWARD

Company Name:
1800 For Promo

Client Company Name:
Multi Channel Network/Syfy AU

Entry:
Fan Cam 360

What the Judges said:

The development of this photo system as a product really changed the idea of what a promotional product can be. The product encapsulated engagement, interaction, and a spread that contributed to further online engagement.



The client needed to adapt an established international concept, with the objective of obtaining a high volume of 360-degree video clips for uploading to social media – generating publicity for the Australian SyFy Channel.

The unusual brief was to create and build a 360-degree photo booth to use at the Supernova SyFy Convention.

1800 For Promo successfully created a purpose-built 360-camera rig, including 56 SLR cameras. Visitors to the booth received 360-degree video clips of themselves in the booth – in costume – which could

be uploaded to social media. It was a massive PR stunt with publicity generated via Facebook, YouTube, Twitter, and the SyFy Channel website.

Fan Cam 360 attracted 1000 people in a single day and has to be seen to be properly appreciated. SYFY Australia produced a video of the Fan Cam 360 being built and in action. (QR code on this page) A record-breaking number of 360-degree bullet-time clips were taken and uploaded, and the promotion resulted in over 5000 new 'likes' for SyFy Channel's Facebook page.

DIRECT MAIL PROMOTION



GOLD AWARD

Company Name:
Flourish Marketing

Client Company Name:
**Jack Watts Currie and The
Pharmacy Guild**

Entry:
Reaching Politicians

What the Judges said:

Mailer shape cleverly reinforces the brand. Phenomenal production value. The idea, the quality, and the execution were exceptional. High retention appeal. Significant response.

'Ask Your Pharmacist' was a consumer campaign with a political agenda – to make politicians aware of the importance of local pharmacies.

The video mailer was targeted at politicians to let them know the Australian public are becoming aware of the potential impact on local pharmacies due to funding reductions and increased competition from major grocery suppliers.

A total of 300 mailers were produced – distributed at a political launch and mailed out.

A unique folding video mailer was developed, representing The Pharmacy Guild cross. When opened, the video began playing the key television commercial and buttons lead to a pharmacist's testimonial. To extend the longevity and ensure that the piece is passed on within the corridors of the government, a recharging cord was supplied.

National TV and print were used to reach consumers and politicians. Pharmacies promoted the campaign with a raft of posters and POS provided. The campaign continued well into 2015.

SILVER AWARD

Company Name:
Flourish Marketing

Client Company Name:
McCann & MasterCard

Entry:
MasterCard Christmas Card

What the Judges said:

A great idea that was well-executed, using direct mail to engage all the senses – very innovative. On target with the 'stand out from the crowd' brief. Intelligent use of promotional association network to locate the scented ink.



The primary objective of this campaign was to ensure that MasterCard stands out from the myriad of other Christmas communications. In order to achieve this, MasterCard decided to utilise the intangible but effective world of olfactory branding.

Many major players are embracing this new frontier in branding and customer communication, including scent with an advertisement – direct mailing a message that can be smelt as well as touched and seen. The brief for this campaign was to source a suitable 'olfactory' option to reflect Christmas – but without a synthetic 'after smell'.

The target market comprised 900 influential people from Australasia's major banking and finance groups. Scented inks from around the world were sourced and tested, with the final solution coming from America, via Flourish Marketing's PPAI contacts. The scented ink was then printed onto the cards, which were then placed in a custom envelope.

MasterCard were thrilled with the response. Feedback to their sales team showed that the card had very successfully 'stood out from the crowd'.



AUSTRALASIAN PROMOTIONAL
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