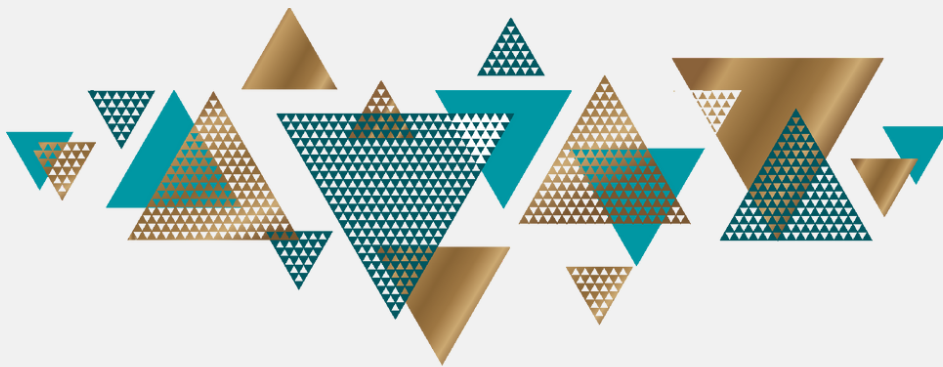


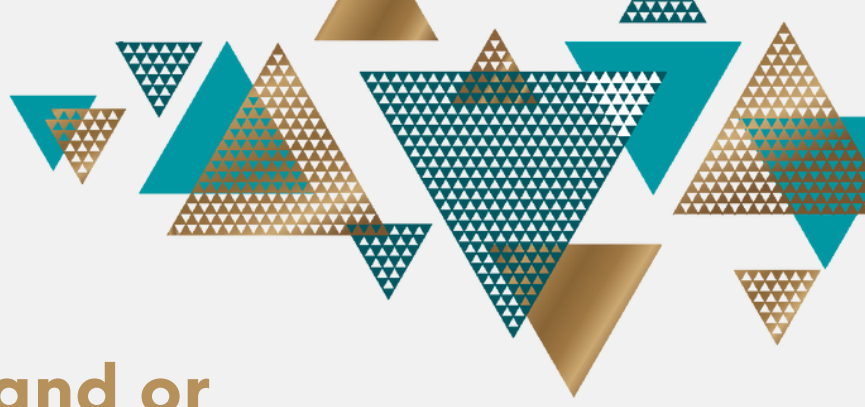
2022 APPA AWARDS NEW ZEALAND

AWARD WINNER'S GUIDE 2022





AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION



Made in New Zealand or Sustainable/Eco-Friendly Initiative

WINNER: BLUE STAR PROMOTE

Entry: GlaxoSmithKline Point of Sale Trays

As a science-based healthcare company, GlaxoSmithKline (GSK) believes that addressing its environmental impact is fundamental to its purpose.

Blue Star Promote was asked to look into more sustainable options for their merchandising point of sale (POS) trays. The team costed up a number of different substrates and evaluated how long these options would likely remain in the market. The team also considered what would happen to the trays when the messaging needed to be changed and when they were no longer needed by the client.

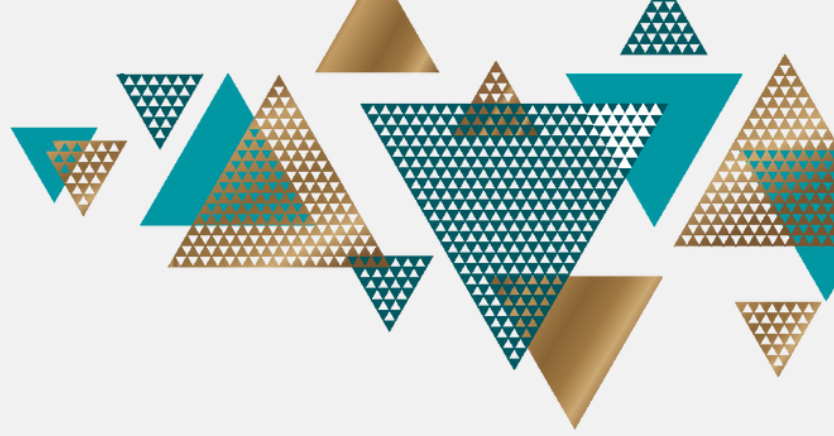
Blue Star Promote decided to develop a hardy MDF point of sale tray for pharmacies. Each tray was laser-cut, handmade in New Zealand and would outlast the traditional, easily breakable plastic-moulded alternatives. On top of being strong and sturdy, the front signage could be changed easily without having to dispose of the tray itself.

"Blue Star Promote's designs met all of our requirements and aligned perfectly with our sustainability focus, minimising environmental impact by eliminating the use of PVC plastics seen in traditional merchandising trays and positively contributing to carbon footprint reduction. The trays managed to address key shopper need of improved sustainability without compromise on safety, quality or efficacy," said Leon Cui, GlaxoSmithKline Market Customer Supply Chain Lead.





AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION



Merchandise Range

WINNER: TLC LIVE

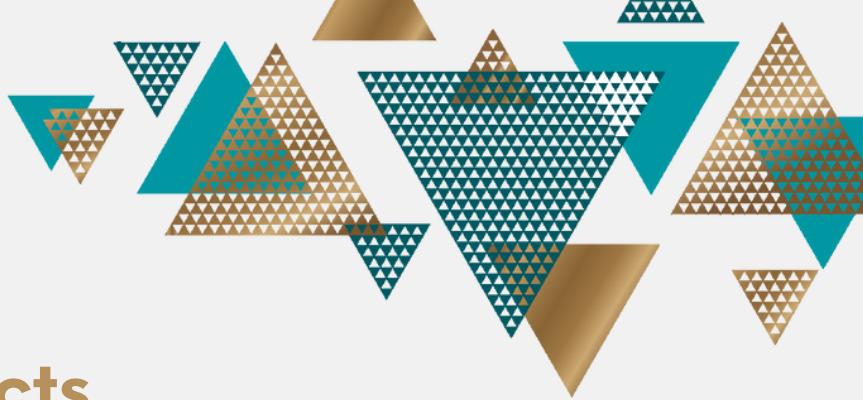
Entry: Makers Mark Merchandise

The client wanted to provide a range of premium bar items that would enhance the Makers Mark brand presence for consumers in key outlets and that would be well-received by the bar staff.

We designed a number of items that fitted with the values of the brand including premium bar mats, aprons, table talkers, barrel head wall signs, glassware, notebooks, as well as a core range of copper/gold bar items (including shakers, jiggers, bar spoons, strainers, muddlers, ice tongs and citrus peelers). Items were mainly sourced offshore, branded in New Zealand then kitted into boxes and shipped to key venues throughout Auckland and Wellington.

Julia Hope, Beam Suntory Assistant Brand Manager said, "TLC has been a valued partner for many years. Our needs as a business are always changing, and as a result we need to work with partners who can source promotional items that are in line with brand strategy, global standards and customer requirements- often on short turnaround times."





Promotional Products Open Category

WINNER: CHALLENGE MARKETING

Entry: Grand Casino Program

The client, the Grand Casino (formerly the Dunedin Casino) enlisted the assistance of Challenge Marketing to help them undertake a full rebrand. Grand Casino was seeking a higher profile, better community engagement and a more elegant look and feel for their brand.

As part of the rebrand, Challenge Marketing designed and created new promotional merchandise, giftware, stationery, staff uniforms and barware for the Grand Casino. All were designed in a consistently high-end, elegant style. New staff uniforms, for example, all included luxurious gold accents while the "Mirage" drink bottle was branded in black with a metallic gold finish.

Cooler bags, picnic hampers, blankets and Bluetooth speakers were among the elegant yet modern branded giftware items Challenge Marketing created for the Casino, along with matching printed silky ribbon and a handwritten note for perfect presentation.

