



2023 APPA AWARDS NEW ZEALAND

DISTRIBUTOR AWARD WINNER'S GUIDE

Made in New Zealand or Sustainable/Eco-Friendly Initiative

WINNER: TLC LIVE

Entry: Zespri Global VIP Customer Gift

When Zespri International was looking for a bespoke gift to give to their Global VIP Customers that embodied their company values, they reached out to the team at TLC Live to see what they could suggest.

With COVID-19 preventing in-person meetings, the brief was to send a piece of New Zealand to customers that embodied Zespri's values of guardianship, personal connection and represented the results-driven nature of the company. Giving something that was not only useful but also beautiful, sustainable was imperative to the campaign.

A locally produced wooden fruit bowl that showcased New Zealand as well as the Zespri brand delivered on a number of levels- from the premium, sustainable properties of the bowls to their utility and flexible functionality.

The bowls were sourced from storm damaged Pohutukawa, an iconic New Zealand native tree and beautiful hardwood for fruit bowls that added both colour richness and a promise of lifetime durability. Handmade by local artists, no two bowls were exactly the same, a factor which rendered the gift especially personal to the customer.



Merchandise Range

WINNER: TLC LIVE

Entry: Dimond Roofing Kea Conservation Trust Partnership

TLC Live were called upon by Dimond Roofing, a leading supplier of quality roofing products, to promote their partnership with the Kea Conservation Trust (KCT)- a charity dedicated to protecting and preserving kea (a species of native bird) in their natural habitat.

With the goal to spread awareness about the partnership internally and externally, Dimond Roofing wanted to create something that would be memorable for employees, existing clients and potential clients. Creative promotional t-shirts were co-branded with unique illustrations of the kea and the Dimond Roofing logo, and soft toy replicas of the kea (with embedded sound recording of the kea call) were produced. Two swing tags were attached to the soft toy: one that had more general information about the kea bird and a second tag with a QR code that recipients could scan to visit the Dimond Roofing - Kea Conservation Trust Partnership website.

The beautifully illustrated t-shirts and soft toys allowed Dimond Roofing to connect with their staff and customers while also raising awareness of the valuable work KCT and Dimond Roofing are doing to protect the endangered kea.



Promotional Products Open Category

WINNER: THE PROMO ROOM

Entry: Predator Free (NPDC Parks)

The Promo Room were approached by New Plymouth District Council to help the Parks Team recognise the important "Predator Free" work of their volunteers, work that enables native species to flourish free from the danger of pests and predators.

The brief provided by the client was to provide items to the volunteers that would not only acknowledge their generosity but also be functional in their day-to-day lives. By all accounts, The Promo Room delivered items that not only looked good, but also carefully considered the safety and protection of the volunteers and their working lives.

The branded and colour-coordinated backpacks, lanyards and drink bottles were a bright, immediately distinguishable collection of branded products that complemented the volunteers' existing shirts and unified the team. This had the effect of promoting the notion of "teamwork", ensuring that all volunteers felt pride in being recognized for what they do.

"Our volunteers can't believe that they get all of the gear we provide. The tools are hard wearing and make their job easier, which in turn makes it easier for us to get more volunteers involved. It's wonderful that such an important job that once went under the radar is now more visible and receives more appreciation and attention," said Angela Inwood, Parks Customer Response Coordinator.





AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

Uniforms, Apparel and Accessories

WINNER: THE PROMO ROOM

Entry: Igniting Scouting Passion

The Promo Room were tasked with creating a branded uniform collection, range of merchandise and collection of marketing collateral for Ignite'23, a three day jamboree event for Scouts Aotearoa Venturers aged 14 to 18 years. The products were to be fun, functional, durable, and appropriate for use by children in both indoor and outdoor activities.

As this event had been postponed for a whole year due to COVID-19, maintaining engagement and anticipation was a key challenge that was overcome by "drip-feeding" the release of branded items and initiatives to promote the event. Facebook was used early in the campaign to establish a strong sense of brand identity and to give scouts the freedom to vote on their preferred style of uniform, ensuring that The Promo Room were meeting the needs of their fashion-conscious teen audience.

Sublimated sports shirts, bucket hats, sunglasses and hoodies (all branded consistently) were among the most popular items delivered by The Promo Room. A second uniform was developed for the organising committee to distinguish adults from underage participants at the event.

"The thing that stands out for me is the incredibly professional feel the brand and merchandise gave the event, to the point it felt like we had our own design company as part of our team," said Wendy Eyles, Event Director.



