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AUSTRALIAN MARKETING INSTITUTE

# AWARDS

## FOR MARKETING EXCELLENCE



AUSTRALIAN  
MARKETING  
INSTITUTE

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GALA AWARDS DINNER  
28TH OCTOBER 2009  
SYDNEY



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We're delighted to be part of the AMI 2009 Awards for Marketing Excellence, recognising our continued support of the Art Gallery of New South Wales and Ernst & Young's ongoing commitment to the arts.

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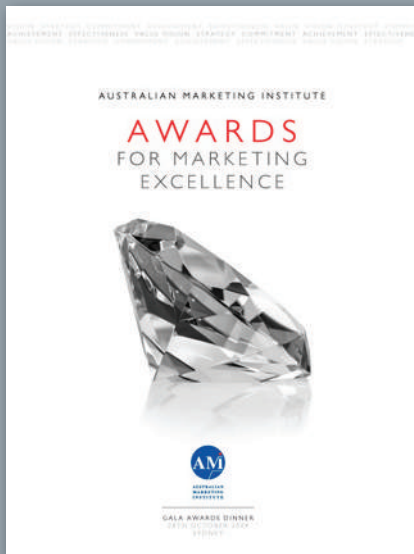
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\* Source: Roy Morgan Single Source, March 2009

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## CHIEF EXECUTIVE OFFICER'S FOREWORD

The popularity and relevance of the awards continues to grow, as do the number of entries and quality of submissions.

In many respects this trend reflects the increasing ability of marketers to demonstrate how marketing and results can be clearly measured and articulated. The recognition of marketing related awards has in the past often been lacking due to the perceived emphasis on the means rather than the end, and a focus on marketing communication activity. This is changing now that there is more of a recognition of the total marketing contribution and the alignment with overall business objectives. More so during these challenging economic times it is important that the marketing profession continues to highlight the benefit of investing in marketing.

We are privileged to have the participation and support of Australia's foremost marketers. Our sincere thanks go to the judging panels for their dedication and discernment. We are indebted to our senior Certified Practising Marketers who have provided their expertise and time to fulfil a challenging but rewarding task.

My congratulations to all entrants, finalists and winners for your contribution to an outstanding 2009 Awards for Marketing Excellence.

Your commitment and endeavour and indeed courage has helped promote the value of marketing as a key driver of business success.



A handwritten signature in black ink, appearing to read 'Mark Crowe'.

MARK CROWE *FAMI CPM*



## CHAIRMAN'S FOREWORD

The Australian Marketing Institute Awards for Marketing Excellence are presented annually to organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices.

We see this as an important part of our activities, both because it encourages marketers to strive for excellence in their professional life, and because it provides recognition for those who do so at the highest level.

That the program is embraced by the marketing community is demonstrated by the fact that the number of entries we receive is steadily rising, with a new record this year and in each of the past three years. Not only is the number of entries growing but the general quality and standard of entries is also on an upward curve. This is gratifying for our awards program, but more importantly, it shows that marketing practice itself is improving in Australia, one of the key aims of the Institute.

I thank all entrants for their contributions.



ROGER JAMES *FAMI CPM*



# ABOUT THE AUSTRALIAN MARKETING INSTITUTE



Marketing is at the core of an exciting period as businesses come to recognise that critical generators of value are to be found in marketing assets. Marketing professionals are the key custodians of these assets: corporate image, customer relationships, brands, market information and sales performance. In this environment the development of the marketing profession assumes greater importance than ever.

## The Institute offers its members:

- A respected and authoritative voice for the profession.
- Strong advocacy of the highest standards.
- The opportunity for marketers to achieve career advancement and enhanced credibility in the profession through professional development programs.
- Access to the latest information on marketing practice.
- Networking with fellow practitioners.



## Certified Practising Marketer

The Certified Practising Marketer Program (CPM) is offered to Australian Marketing Institute members who meet the required practising standards. The CPM certification serves as the professional benchmark and distinguishes the truly qualified marketer. The Australian Marketing Institute's Marketing Services Directory lists only professional marketers who have attained the Australian Marketing Institute's Certified Practising Marketer status.



## Emerging Marketers

The Australian Marketing Institute's Emerging Marketer network has active student and young marketer groups in South Australia, Western Australia, Victoria, New South Wales, Tasmania, and Queensland.

Emerging Marketer group exists specifically for the needs of marketing students from all tertiary institutions, recent marketing graduates, and marketers with less than five years of experience. Its events cover practical,

elementary marketing concepts, trends and issues faced by young marketers. The group is committed to adding value to those studying and entering the marketing profession with networking opportunities, exclusive events, useful career advice, industry contacts and a mentoring program.

The Australian Marketing Institute's professional development program consists of evening seminars, business lunches, breakfast series, workshops, special interest groups, webinars and significant networking opportunities. In addition, it presents a core program of conferences each year including the Australian Marketing Institute Annual Conference, the premier event of its kind in this country, and the Government Marketing and Communications Conference which offers the opportunity to focus on the special challenges of public sector marketing.

Details of event programs are on the Australian Marketing Institute's website - [www.ami.org.au](http://www.ami.org.au)

## Australian Marketing Institute Membership

### Professional Membership

Individual members benefit from the programs, the opportunities for continuing education and development, the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals.

### Student Membership

Joining the professional association for marketers gives students affordable access to marketing information and future employers. Membership of the Australian Marketing Institute is a strong indication of commitment to a career in marketing.

### Corporate Membership

Corporate membership of the Australian Marketing Institute is an affordable way for marketers in organisations to develop skills and attitudes necessary to sustain a competitive advantage and to integrate those attitudes into a corporate culture.

When an organisation commits to Australian Marketing Institute corporate membership it helps to support the ongoing professional development of its marketing people and assists to build and maintain a marketing awareness.

For further information:  
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WHERE KNOWLEDGE IS POWER

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The key measure of the excellence of a marketing program is how well it succeeded. Judges reported that they were pleased to see that winning entrants had paid an appropriate degree of attention to measures of success, metrics and presented marketing and financial outcomes and had not simply focused on intervening measures such as awareness levels.

It was encouraging to see several category winners and entrants using new media and where appropriate, capitalising on the addressability afforded by electronic media.

There was also innovation and a high degree of back to basics comprehensive planning and implementation. Equally encouraging was the number of entrants who built their strategy around a professional understanding of the market and the consumer behaviour... again a true basic of marketing. However, there is still room for improvement. Some points to note include:

Research: Lack of sound research was evident and much of that included was internally based (simple internal analysis) and not directed to identifying customer needs and market gaps. This resulted in some projects being internally focussed rather than customer focussed. In other words, there seemed to be a high degree of significance to entrants, but not necessarily to customers. Too many projects were based on solving business problems and not customer problems.

Clear segments were sometimes not identified, in some instances the shotgun is alive and well.

Cost benefit analysis was often not shown.

For the main part entrants in the Brand Revitalisation category seemed to consider that brand revitalisation is based only on new advertising creative. Very few looked much deeper than this.

Objectives: In some entries there were few clear and measurable objectives included. Some even looked as though they were developed after the event to justify the outcome. At times strategies were not related to objectives and equally some outcomes were not related to the objectives.

More emphasis needs to be placed on clearly defining 'objectives'. Objectives may be marketing (brand, communication, customer, financial etc.), but importantly they should be quantified and measurable.

Strategies, albeit predominately answered comprehensibly, need to communicate how the objectives were satisfied.

In times when ROI and transparency are a pre-requisite in demonstrating the value that marketing provides to a business, it was disappointing to note that few entrants adequately described what measures were instigated to:

a) demonstrate that objectives were met, and  
b) what methodologies were undertaken to measure the ROI from marketing expenditure.

The statement 'outcomes exceeded expectations' will not convert the non-believers to believers! and is simply unprofessional.

Essentially there should be a logical flow from objectives through strategies to achieve objectives through to a critical appraisal of the strategies that cost effectively delivered the objectives.

Metrics need to be more complete and professional. In particular, entrants and marketers are encouraged to report results not just in absolute and growth terms but to look for comparative industry or previous programs performance. Performance against a clear set of marketing and financial metrics for pre-program and planned results will impress management as well as judges.

Some entries in the section on 'key outcomes that contributed value to your organisation' did little more than repeat the metrics of the results section. On the other hand winning entries have often used this section to demonstrate a clear understanding of what worked, and why and how the organisation will benefit from the new knowledge generated by this marketing program.

There were some excellent examples of complete and integrated programs using many elements of marketing. However, there were few examples of how a strategic use of particular aspects of a marketing campaign could be attributed to the results obtained. In some

cases judges marked down an entry because it was not clear that the entrant understood what worked or why.

It is always worth reviewing the comments of judges in previous years and the suggested improvements by the judges are worth repeating at least in summary:

- Understand the criteria for the category and specifically address it.
- Entrants should be sure to address all the criteria.
- The judges are generally more impressed when the entry presents a focused strategic activity which is implemented well.
- Do show how a clearly focused (say, sales incentive) program that communicated well with participants over the duration of the program did so, quantitatively. Do break down the outcomes by time period and for the particular products involved.
- Perhaps awareness levels are not the most appropriate measures of success of a marketing program at the stage reached in the life of some product, be sure to use the most appropriate measures.
- Results have a greater impact when they are demonstrated through quantitative examples and where possible comparative measures, e.g. annual moving totals are often a simple but succinct means of reporting outcomes.
- Be focused and succinct in stating what has been achieved and how.

And finally: Award winning entries demonstrate clear customer focus and clear descriptions of what they needed to achieve and why. They identify a cogent strategy, describe the actions they took to achieve excellent results which clearly measured both in marketing and financial terms. These entries are succinctly presented and address each criteria within the categories entered. The judges look forward to reviewing more of these entries next year.

# BOARD OF DIRECTORS

The Australian Marketing Institute Board of Directors congratulates all entrants on their marketing achievements, the support of their profession and of the Australian Marketing Institute. All Directors appreciate the work of the judging panel and thank each of the judges for their diligence and commitment to the pursuit of excellence in marketing.



Marco Cicchine *FAMI CPM*  
Director



Barry Salter *FAMI CPM*  
Director



Heather Francis *FAMI CPM*  
Director



Rajeev Sharma *FAMI CPM*  
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Director



Chris Mooney *AFAMI CPM*  
Director



Graham Wright *AFAMI CPM*  
Director



Ken Roberts *FAMI CPM*  
Director

## JUDGING PANEL

### Judging Panel

### Position

Stewart Adam <small>AFAMI CPM</small>	Lecturer, Deakin University
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Gael Andrews <small>AFAMI CPM</small>	Marketing Consultant, Gael Andrews Services
John Birkett <small>FAMI CPM</small>	Proprietor/Partner, Birkett Marketing
Paul Blanket <small>FAMI CPM</small>	Director, First Impressions
Rowan Blyth <small>AMAMI CPM</small>	Director, CPM Australia
Linda Brennan <small>AFAMI CPM</small>	Associate Professor Marketing, RMIT
Wal Chandler <small>FAMI CPM</small>	Managing Director, Ardu Consulting Group
Frank Cohen <small>AFAMI CPM</small>	Former Marketing Director, Jim Beam Brands
Sarah Davies <small>FAMI CPM</small>	Chief Executive Officer, Melbourne Community Foundation
Paul Erskine <small>AFAMI CPM</small>	Director, McCormack Enterprises Pty Ltd
Heather Francis <small>FAMI CPM</small>	Chief Executive Officer, MS Society of Tasmania
Patrick Freeland-Small <small>FAMI CPM</small>	Vice Principal Marketing & Communications, University of Melbourne
Gavin Gilligan <small>FAMI CPM</small>	Marketing Manager, Dulux
Joel Goodsir <small>AFAMI CPM</small>	National Marketing Manager, Inspirations Paint & Colour
Tony Hart <small>FAMI CPM</small>	Managing Director, Clemenger Tasmania Pty Ltd
Ashley Hayden <small>AMAMI CPM</small>	Trade Marketing Services Manager, Bunnings Group Limited
Peter Kape <small>FAMI CPM</small>	Director, Hazledene Marketing
Nicola Reynolds <small>AFAMI CPM</small>	Marketing & Business Development Manager, V/Line Passenger Pty Ltd
Clint Rodgers <small>FAMI CPM</small>	Director of Marketing & Communication, Faculty of Medicine, Nursing and Health Sciences, Monash University
Rajeev Sharma <small>FAMI CPM</small>	Senior Lecturer Marketing, Charles Darwin University
Michelle Sherwood <small>FAMI CPM</small>	National Sales Director-Online, Sensis
Andrew Silcox <small>AFAMI CPM</small>	General Manager, BlueFrog Marketing
Les Woolridge <small>FAMI CPM</small>	Marketing & Communications Manager, ANZ Insurances & Investment

## ABOUT THE AWARDS

The 2009 Awards for Marketing Excellence recognise and reward outstanding examples of marketing programs in accordance with best practice criteria in each of the 17 categories.

Winners of each national category have been drawn from individual state winners and national finalists. Entrants were delivered the choice of entering a campaign in the state or national awards; if the marketing program was principally or entirely undertaken in a single state or territory it has been entered in the state awards. Alternatively, if it was a national program, the marketing program was entered directly into the national awards. Accordingly the state winners not only competed with other state winners but also with national finalists from around Australia. The top award winner, Marketing Program of the Year, is selected from national winners in all categories. This award is made to the entry judged as the most outstanding across all categories.



## Brand Extension

Extending an existing brand into new markets requires an understanding of both the new and existing markets and the existing perception of those markets. The challenge of adding to the total brand equity needs to be met by maintaining and building on existing brand values and requires skilled marketing in research, strategy, communication and measurement. The excellent brand extension campaign will show market understanding, present clear strategies for brand extension and produce measured positive impacts in both the new and existing markets. The campaign planning and implementation will demonstrate measured effectiveness in improving total brand equity and that this new equity will deliver sustained commercial benefit rather than delivering short-term sales results.

## Brand Revitalisation

In addition to the challenges of building a new brand, brand revitalisation needs to address perceptions which may differ from the desired brand values. In addition to addressing brand awareness, the marketer needs to understand customer resistance to change and the strength of perceptions which may be linked to the brand. The excellent brand revitalisation campaign will show understanding of customer perception, demonstrate effective communication and measure the changes in awareness and perception as they add to improved brand equity. The improved brand equity measurement should show clear links to the commercial value added by the revitalisation.

## Consumer Insight

When a unique, new or a very thorough understanding of consumer or customer behaviour is used as the background for a marketing program it is starting at the very core of marketing – the consumer. Excellent consumer insight can come from the use of research, database development or information analysis and interpretation. A program demonstrating excellent consumer insight will identify real insights and show how planning and execution enabled these insights to be used for business advantage, brand enhancement or market development.

## Corporate Social Responsibility

When a marketing program does more than provide a positive business impact and delivers true community or social benefits, it may be worthy of recognition for the contribution it has made. The contribution may be in the way the marketing program was implemented, the way it related to the community or in the benefits it generated and shared. Excellence will be recognised where an entrant demonstrates social impact or outcomes within the bounds of a professional marketing program.

## Education

The education sector is unique for marketing. The market and customer behaviour have elements that are specific to the sector. Marketing excellence can be demonstrated in product and service development and delivery, or in the marketing strategy and communications programs executed for services or educational institutions. Success may be demonstrated within one or more of the other awards categories, or as an overall marketing program within the public or private education sector. The effective use of marketing elements including brand development, communications, research, planning and measurement should all be demonstrated.

## Experiential and Brand Experiences

This evolving new media option enables brands to meaningfully engage with consumers directly in a differentiated and relevant manner, by building face to face branded experiences that consumers can choose to engage in. Effective experiential and brand experience campaigns will reflect how a brand's positioning and personality has been leveraged off the back of traditional marketing and communications strategies to deliver a real connection between a brand and the consumer, resulting in a positive brand experience and a measurable shift in consumer attitudes and behaviour. The experience must be both relevant to the brand as well as the target market.

## Incentive Marketing

Use of an incentive rewards based business-to-business program to encourage trade management and/or staff to achieve outstanding results in sales, service or both is a key

element of marketing in many business sectors. While measured success of the incentive program will be a major element in demonstrating marketing excellence, the most effective programs will use proven marketing skills, link the incentives program to the product or service marketing strategies and be consistent in the use of the brand values. Simplicity of understanding and implementation may be an element of the program. Showing the linkage between the incentive and the marketing outcome achieved will be critical to the success of an award applicant.

## Internal Marketing

Professional marketing techniques are not only appropriate for improving business performance in relation to sales of products and services. The same techniques and skills are effective in communicating messages to staff within an organisation. Internal marketing programs may relate to building a culture which represents the values associated with the corporate brand, or they may relate to the rollout of sales and marketing programs, marketing plans or customer service delivery. Internal marketing excellence will be demonstrated by planning which understands the internal audience, communication using cost effective techniques and measurement of impact on the target audience, in particular measuring the behaviours achieved.

## Loyalty Programs

Retaining customer revenue through loyalty and expenditure by already known customers requires application of most aspects of marketing. Customer behavioural understanding and monitoring should be at the core of strategy development, innovation in program and incentive design and clear processes to measure customer behaviour are all critical to success. The successful entries will demonstrate a program separately analysed and measured to be isolated from other marketing programs, even though the activities may be interrelated. Applicants should demonstrate communications or incentives which clearly impact customer retention. Showing the link between planned activities and results will be important. Excellence may be demonstrated in the effectiveness of applying proven techniques, or developing new innovations in communications or service offers to generate loyalty.

## Multimedia and Interactive

The relatively new media for communications is enabling innovative programs which would not have been possible without modern media capabilities. Interactive programs, responsive communications and cross-media marketing support can create new opportunities for marketing excellence. Excellent marketing in this category will demonstrate a high degree of innovation and demonstrate success and measurement of success which may be new or unique. However, marketing is still marketing and the linkages to professional marketing techniques based on consumer behaviour, strategy, good communication principles and measurement will be required.

## Marketing Communications (business to business)

Communication is central to the success of any b2b marketing program. Whether it is personal communication/presentations, trade shows/exhibitions, direct marketing programs or business to business advertising, success is achieved through the effectiveness of the communication in delivering results. The marketing excellence award for b2b communications will recognise the results of the communications in a professional marketing campaign.

## Marketing Communications (business to consumer)

Communication is the core element of success of any marketing program. Whether it is the successful advertising program to deliver brand equity or product/service sales, a direct marketing campaign, a multimedia message or telemarketing, success is measured by the effectiveness of the communication in delivering the desired result. The marketing excellence award for communications will recognise the results of the communications in a professional marketing campaign.

## New Brand

Creating brand equity and value for a new brand requires understanding the values the business considers important and how those values will translate to positive market and customer perceptions. These desired values need to be communicated effectively to the market in a way that establishes awareness and recall and builds the desired customer perception to link to that awareness. An excellent new brand campaign will link strong market understanding with clear corporate vision and strategy, deliver with effective communications, including but not limited to brand imaging and creativity, showing measurable results linking actual perceptions to the desired brand positioning and awareness.

## New Product/Service Launch

New product development can be the most customer-focused activity undertaken in a company. It is the development of a product and service to meet an identified market need. In some cases, the product or service comes about before the market identification; the marketing excellence is focused in the understanding of the market and the promotional and communications elements of the marketing campaign. Excellence in a new product and service is a combination of thoughtful planning, excellent market understanding and innovative thinking; effectively executed, with success objectively demonstrated by consumer/client acceptance in the form of measured results. The essence of a successful new product service is that the marketer has identified a real customer need or want and has developed a product or service to satisfy that need.

## Relationship Marketing

Managing relationships with customers is a major element in sustained business success. There are many elements of successful relationships ranging from effective database-driven CRM, through to strong personal relationships between sales staff and customers or supply chain partners, or effective networking to build supportive relationships. In the relationship context marketing will be demonstrated by measurable results compared to planned relationship management, or by effective achievement using well explained techniques, systems or processes.

## Social Marketing

Marketing communications which do not necessarily relate to a purchase decision still require all of the skills of professional marketing, to convey required information and impact on community attitudes and behaviour. Excellence in community marketing will demonstrate clarity of the purpose of the program, clear understanding of the community collectively and individually, effective use of communication channels and techniques, and measurement which demonstrates an understanding of what success will mean in the campaign.

## Sponsorship

Effective sponsorship in marketing can see the support of an apparently unrelated organisation or event enhance the performance of both organisations. Marketing excellence in sponsorship will go well beyond philanthropy and public relations and demonstrate how planned marketing based on the shared brand values or overlapping customer bases can create results through synergy and professionalism. Effective utilisation of sponsorship in the marketing mix, integrated with other marketing activities, demonstrating synergy and showing measurable impact on marketing performance of the sponsorship program is expected.

## 2009 Australian Marketing Institute Marketing Program of the Year

The winner of the prestigious 2009 Australian Marketing Institute Marketing Program of the Year is selected from the category winners. The award is made to the entry judged as the most outstanding across all categories. This is the highest accolade in marketing and provides outstanding profile and exposure to the achievements of the winning organisation.

# SIR CHARLES McGRATH AWARD

Since 1976, this award has been presented to an individual who has made a most significant, life long contribution to the field of marketing through sound business practice, development of the marketing profession, or wider industry achievements. Recognition from one's peers is the highest and most valued accolade to be bestowed on a marketing professional.

## About Sir Charles McGrath

The late Sir Charles McGrath had a distinguished record of industrial development in Australia. A man of vision, he was an outstanding achiever in every regard. As a leading Melbourne industrialist and astute thinker, his advice was sought by state and federal governments on all matters of enterprise and industry.

Sir Charles started with Repco at the age of 15 as the delivery boy on a bike; he rose to become Chairman holding that position from 1957 to 1980 and Managing Director from 1957 to 1970.

At that time, Repco was ranked in the top five Australian industrial companies, employing over 23,000 staff. It manufactured and marketed the largest range of automotive products in the world.

In addition, Repco was Australia's largest operator in construction and equipment hire, and also this country's number one hardware retailer. Exporting to over 50 countries worldwide, Repco housed manufacturing and marketing operations in Hong Kong, Singapore, Malaysia, India, USA, Canada, UK, Switzerland, South Africa and New Zealand. Based on today's dollar, annual sales would top close to 2.3 billion dollars.

So technically strong was the company that in 1966, Repco took on the world's best, capturing both the constructors and driving titles of the Formula One Motor Racing Championship. To prove it was no fluke, it went ahead and achieved the double the following year. As an achievement, this magnificent feat was comparable with the Americas Cup success of the eighties.

Sir Charles McGrath was also Chairman of Nylex from 1970 to 1982, a company that employed over 3000 staff. Many of the Nylex brands have now become household names, including Olex cables, Armstrong flooring, Cadillac Plastics, and Gardenia.

Sir Charles was also Chairman of Petersville from 1971 to 1981. Apart from the makers of Peters ice cream, Petersville's stable included such companies as Birdseye, Edgell, Nanna's, Four and Twenty, and Sara Lee.

All three companies - Repco, Petersville, and Nylex were originally co-sponsors of this award, but following changes to the business world in the eighties, the companies are all now structured differently.

Knighted for his services to industry and export, Sir Charles' commitment to marketing and the Australian business community are recognised every year by the Sir Charles McGrath Award.

## Previous AMI Sir Charles McGrath Award Recipients

1976	Sir Albert Jennings
1977	Douglas Clark, JP
1978	Harry M. Miller
1979	Robert Ansett
1980	BS (Bib) Stillwell
1981	Frank Bannigan
1982	E. Stanley Owens CBE
1983	Don Hughes
1984	Maggie Taberer
1985	Hector Crawford
1986	Will Bailey
1987	Dean Wills
1988	Peter Bartels
1989	Peter Cottrel
1990	Rod Mewing
1991	James Strong
1992	Paul Simon
1993	Bob Miller
1994	Stephen Couche
1995	Neville Fielke
1996	Bob Copp
1998	Robert Gerard
1999	Michael Gudinski
2000	Kevin Luscombe AO
2001	Maureen Plavsic
2002	Geoff Dixon
2003	Roger Corbett
2004	Graeme Turner
2005	Trevor Amery
2006	Mark G Smith
2007	Gail Kelly
2008	Justin Milne



## ANTHONY J. PALMER, SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER

Kimberly-Clark USA

Tony Palmer is responsible for leading the growth of enterprise-wide strategic marketing and innovation capabilities as well as the development of high-return marketing programs to support the company's business initiatives.

In this role, he partners with the leaders of the company's consumer, health care and professional businesses to ensure strategies are based on meaningful and actionable insights from consumers of Kimberly-Clark brands and products. Tony heads up a marketing center of excellence focused on global brand leadership, talent and best practice development, market research and analytics and integrated marketing planning. Additionally, he leads corporate innovation, corporate research and engineering as well as global communications

Tony brings to Kimberly-Clark extensive global marketing and management experience having served at some of the world's top consumer packaged goods companies. Prior to joining Kimberly-Clark, he served as Managing Director U.K. for Kellogg Company and previously, he

was President of the company's natural, frozen and warehouse club businesses. From 1996 to 2000, Tony was with Coca-Cola Company USA, in marketing and general management positions with the Minute Maid division and later as Region Director for Coca-Cola in Australia. Before Coca-Cola, he served as a Marketing Manager with CSR Refined Sugars and Mars Confectionery Australia. This followed several years in consulting with The LEK Partnership and The PA Consulting Group, where he held positions as a Senior Consultant and Business Development Manager.

Tony earned a Bachelor of Science degree with a major in Marketing from Monash University in Melbourne, Australia in 1986 and a Master of Business Administration degree from the International Management Institute in Geneva, Switzerland in 1989. He is a Fellow of the Australian Marketing Institute and a Certified Practising Marketer.



## JOHN THOMPSON *FAMI CPM*

Senior Manager - Marketing, Transport Accident Commission

John Thompson is responsible for the development and strategy behind the TAC's confronting road safety public education campaigns. He has worked in marketing and communications roles in consulting, energy, publishing and elite sport environments. John holds a Master of Business in Marketing and a Bachelor of Arts majoring in Sociology and Communications.

With an unenviable marketing objective related to death and injury, John manages to consistently challenge his internal marketing team and agency partners to strive for improvements of the TAC's marketing and communications, utilising a \$16 million advertising budget in Victoria.

Deaths on Victoria's roads have been in steady decline since John took the reins five years ago, with 303 deaths in 2008, down from 332 in 2007 and 337 in 2006. 2009 is showing a continued downward trajectory (down 9 per cent on 2008) with September 2009 being the lowest monthly road toll on record.

John has driven innovative solutions such as the viral campaign [www.yellowcard.tv](http://www.yellowcard.tv) supercoach fantasy football partnership, the first Australian advertiser featured in-game with X-Box and PlayStation as well as [www.spokes.com.au](http://www.spokes.com.au)

He leads close relationships with major media publishers and networks, with multiple event and sponsorship partners from the AFL, FI Corporation, Melbourne Victory, Victoria Racing as well as winery programs.

John and the team work closely with a number of key stakeholders: Victoria Police, the Department of Justice, Monash University Accident and Research Centre and Vicroads to deliver the public education campaigns that the TAC is so well-respected for.

In June 2009 AdNews Magazine named John as one of the Top Marketers in the country, with only seven other marketers from around Australia. John's restlessness and dedication in the pursuit of the best marketing outcomes from his organisation, as well as keen industry participation in the area of social marketing has led to his team winning many marketing and advertising awards including Clios, New York Festivals, London International Advertising Awards, MADCs and Caxtons.

John is a Fellow of the Australian Marketing Institute and a Certified Practising Marketer.



## TOURISM QUEENSLAND

### 'The Best Job in the World' Campaign

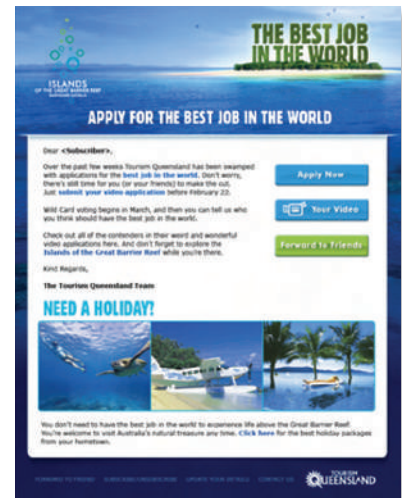
The Australian Marketing Institute Marketing Program of the Year is awarded to the entry judged the most outstanding entry across all categories. This year the entry was a winner in two highly competitive categories, Marketing Communications (business to consumer) and Multimedia and Interactive. The 'Best job in the World' entry has been selected from the category winners for its outstanding success and has achieved the highest accolade in marketing.

'The Best Job in the World' campaign sought to increase consumer awareness of the Great Barrier Reef islands, and to position this destination as an aspirational holiday location, through an integrated approach encompassing website visitation and use of social media. Attracting over 34,000 applications, the search for an island caretaker gained global attention with PR value in excess of \$50 million – being featured in coverage by CNN, The Financial Times, Good Morning America, the BBC, The Guardian, CCTV China, USA Today, RTL TV Europe and Time amongst others – and triggered over 400,000 website visitations. The campaign continues through a second phase of blogs and podcasts by the 'successful applicant'. This unique approach by Tourism Queensland and the attention the campaign attracted resulted in tangible ROI through significantly increased sales in a number of international markets.

### Judges' Comments

Tourism Queensland recognised that in a market segment where the unusual, exotic and attractive may merely be a basic consumer expectation, something more innovative is required to gain attention and awareness on a significant scale. 'The Best Job in the World' was a unique and creative marketing strategy with clear potential to gain attention with a global audience. The ability for anyone to gain a sense of engagement through a job application – or even through momentary fantasy – represented a means of achieving unprecedented cut-through in a crowded and highly competitive marketplace. This in turn resulted in media exposure worldwide, and from the judges' experience, a powerful viral marketing outcome with ersatz 'word-of-mouth' endorsement.

The cheekiness of this campaign and the clear relevance of the product as the core offering rather than gimmickry made Tourism Queensland worthy winners of the Marketing Program of the Year Award because on top of such an innovative campaign, with tangible outcomes, they were prepared to take a slightly longer view of reaching their goals.







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## KRAFT FOODS AND MULTICULTURAL MARKETING

### Vegemite

Vegemite is an iconic Australian product, selling almost 23 million jars in 2008, however household penetration had been declining for the first time in 20 years. Kraft identified that Vegemite wasn't engaging with new Australians; children were no longer being brought up on the spread. With the help of MMM, Kraft developed a communication strategy that engaged with multicultural Australians – to ascertain if Vegemite could be extended into the diets of ethnic communities. The City of Sydney Chinese New Year Celebration was chosen as the communication platform, as it engages directly with Australia's largest ethnic group, Chinese. Engagement was focused on demonstrating how Vegemite could be incorporated into Asian recipes. On site cooking demonstrations, food tastings, product giveaways, recipe leaflets, plus feedback surveys were utilised to engage with festival attendees. All materials produced were bi-lingual Chinese/English and consumer response was overwhelming, with participants surprised by the innovative use of Vegemite as a cooking ingredient for Chinese dishes. Approximately 12,000 people visited the Vegemite stall over three days and 2,000 surveys were conducted. 28 per cent of non-Vegemite buyers to the stall are likely to buy the product due to the positive food tasting experience.

### Judge's Comments

It is not very often that you come across an entry for an 85 year old Australian icon in a marketing award. Being Australian born, Vegemite has been with me almost all of my life and I was somewhat surprised to read that brand penetration was down by almost 10 per cent over seven years.

Although the identification of the problem appears to be simple, the solution adopted was imaginative and highly targeted. The solution, focused on taste within traditional cooking provided an opportunity to obtain almost instant feedback that enabled activity to not only commence to claw back lower penetration but also provided an export opportunity.

The engagement with consumers, resulting in 28 per cent of visitors who do not buy Vegemite indicating that they are likely to buy the product, is an outstanding result. I particularly liked the way in which the activity was used to provide feedback for future product development - a bonus!



## FINALISTS

### Organisation

Aurora Energy  
McCormick Foods Australia Pty Ltd  
Mining Industry Skills Centre Inc  
Snickers  
Kraft Foods and Multicultural Marketing

### Entry

Warm TV  
McCormick & Slow Cooking – Made for Each Other  
Mining Industry Skills Centres  
Get More Nuts/Graffiti  
Vegemite

### State Winner

TAS  
  
  
  
NSW

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# WINNER - BRAND REVITALISATION

## BULLA DAIRY FOODS

### Bulla Fruit 'n Yogurt Brand Revitalisation

Following years of segment decline, Bulla Fruit 'n Yogurt became the sole supplier in the frozen yogurt market and was vulnerable to deletion by key retailers.

One of the main reasons for this loss of support was caused by users switching to ice cream, purchasing Fruit 'n Yogurt less frequently and the perception that frozen yogurt was simply a healthier alternative to ice cream and one that might not offer the desired degree of taste enjoyment.

Bulla Fruit 'n Yogurt (frozen) was clearly repositioned more positively to accentuate the unique benefits and enjoyment of frozen yogurt as a delicious, creamy, guilt-free treat with health benefits.

The outcome has been brand and segment revitalisation that has elevated Bulla Fruit 'n Yogurt in importance among internal stakeholders, while the trade is providing incremental ranging and consumers are feeding back agreement with Bulla's key repositioning and campaign objectives.

### Judges' Comments

Bulla's basis for change was market and marketing research at both qualitative and quantitative levels and this clearly established perceptual problems and areas of latent need.

As such, Bulla Fruit 'n Yogurt brand revitalisation was primarily customer and consumer driven and not simply by company need.

This represents a solid starting point for such a project.

The revitalisation addressed needs among all stakeholder levels and may be considered a true brand revitalisation, taking account of product, price, promotion and place strategies and not simply a shift in communication.

More detail on cost analysis and break even might have been beneficial to the submission, despite the implication in the submission that all was favourable in this regard.

It will be of interest to see if the growth can be maintained over the next 12 – 18 months after the initial spurt in growth with accompanying activity.



## FINALISTS

Organisation	Entry	State Winner
Action Buses and Grey Canberra	Network 08 Launch	ACT
Advertiser Newspapers Pty Ltd	The Advertiser Refresh	SA
Bulla Dairy Foods	Bulla Fruit 'n Yogurt Brand Revitalisation	
DEXUS	From DB RREEF to DEXUS – Redefining the Property Skyline	
Fenton Stephens Advertising	Revitalising the Malvern Star Brand Project Big – Stage 1 March 2008	VIC
NRMA Insurance Australia Limited	An Un-Old Take on 80 Years	NSW
Pauls Zymil Parnalat Australia and BCM Partnership	Loving You	
Q-COMP	Q-COMP Brand Revitalisation - At Your Service	QLD
RT Health Fund	The Colour Purple	
Schweppes Australia Pty Ltd and George Patterson Y & R	Schweppes 'Burst'	
Sugar Australia	CSR Better For You Launch	
Telstra Corporation Limited	Telstra Next G Network Campaign	
Wrest Point	Wrest Point Hobart	TAS



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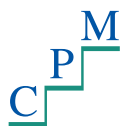
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*Value Creation Through Marketing*

## BAYER HEALTHCARE AND THE LEADING EDGE

### Canesten Topical, These Feet Were Made for Itching...

This entry shows how a thorough understanding of people's relationship with athlete's foot and its mistreatment unearthed a powerful insight that led to Canesten recapturing brand leadership in the \$49 million Australian athlete's foot market. This was a significant outcome considering when the project began; Canesten was number two in the market and had been experiencing a slow year-on-year decline since 2000. Using existing and fresh research, Canesten was better able to understand more about their relationship with athlete's foot and how this knowledge could be used to unlock purchase. The insight revealed was used to create an integrated campaign that doubled Canesten's spontaneous awareness and lifted quarter sales by 19.9 per cent when compared to the sales quarter immediately prior to the campaign. Bayer now uses this approach globally to showcase the power of insights. The Canesten campaign has since been run in Mexico and Argentina, whilst a number of European markets are also considering 'running' with it.

### Judges' Comments

"These Feet were Made for Itching..." has emerged from a strong field of high quality entries. It has demonstrated the powerful role of effective understanding of consumers as a tool of achieving overall marketing success. Canesten Topical was launched in Europe in the early 1970s and into Australia in 1977. For many years, it was the clear market leader in Australia and in 1999 held a 30.4 per cent value share but had been steadily losing ground as competitor activity intensified. From 2000 it began to decline year-on-year in share terms, with the exception of a minor lift in 2003. To address the challenge of declining market share, the key objective was to better understand the consumers to recapture brand leadership in the Australian athlete's foot treatment market. To do this, Bayer needed to grow sales of Canesten through the key pharmacy channel quite significantly in order to retake market leadership. Since its systematic assessment of the target market, Canesten has achieved significant measurable outcomes by way of improved sales by 19.9 per cent.

The judging panel commends the professional approach adopted by Bayer Healthcare and the Leading Edge in developing and implementing an innovative and sustainable program of consumer insight.



## FINALISTS

Organisation	Entry	State Winner
Bayer Healthcare and The Leading Edge	The Biggest Week Ever for Elevit	
Bayer Healthcare and The Leading Edge	Canesten Topical, These Feet Were Made for Itching...	
City of Tea Tree Gully and City of Burnside	Online Community Panel	SA
Fantastic Snacks	Pimp My Kettle Campaign	
IBM	Customer Profiling	
Peet Limited	The Village at Wellard Shared Equity Campaign	WA
realestate.com.au	WIN JIM! Spring Selling Campaign	
St Andrew's Australia	Life is a Journey: St Andrew's Customer Value Proposition	
Telstra Corporation Limited	Telstra Call Mum Campaign	
TorchMedia	TorchMedia Consumer & Research Insights	
Transport Accident Commission	Motorcycle Safety Strategy	(Joint State Winner) VIC
Victoria University	2000 Encounters of the Best Kind	(Joint State Winner) VIC





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\* Source: Roy Morgan Single Source, March 2009

## NATIONAL AUSTRALIA BANK

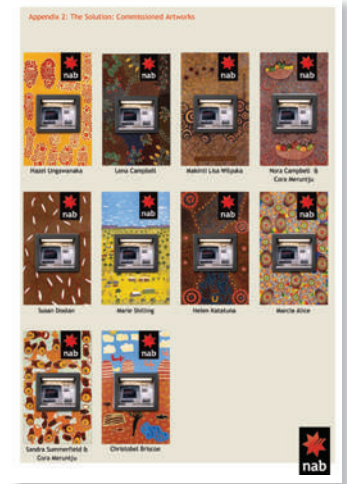
### Indigenous ATM Art Initiative

NAB's program of support for Indigenous Australians with the Titjikala community near Alice Springs is everything that Corporate Social Responsibility should be. Helping our Indigenous communities fulfil their potential is a multifaceted issue that won't be solved overnight. Helping the community develop a solid foundation, based on something that they love doing and they already do well, means that the initiative has a strong chance of long term success.

The small Titjikala community who were 'adopted' when they took part in the NAB's Auskick 'Kick to Kick' television commercial, have been given an upgraded art centre and access to promotion of their artworks to the broader Australian community. It is a win-win all round; a remote community with a means to support themselves while developing their heritage and culture; combined with an organisation able to fulfil its obligations to society in a very meaningful and sustainable way.

### Judges' Comments

The entries showed a wide range of activities being undertaken under the banner 'Corporate Social Responsibility' (CSR). It was pleasing to see this variety although as a result of this diversity, not all clearly met the criteria, however the ideas presented were innovative. CSR is possibly not as measurable in terms of 'marketing' outcomes as many of the other categories and in the interests of proving that they were 'successful' some rather large claims were being made. However, the long-term impact of many of the programs will be of benefit to Australian Society in the long run, regardless of the nature of the short term successes – stick with it! Marketing's impact in the CSR arena is in its infancy, we look forward to seeing it develop over the coming years. We wish the NAB and the Titjikala community ongoing success in this initiative.



## FINALISTS

Organisation	Entry	State Winner
Carbon Planet Coolenation	Carbon Planet's Schools Program	SA
Connex	Connex for Cancer Day	VIC
Leighton Contractors	Youth Drive Safe Initiative	QLD
National Australia Bank	Indigenous ATM Art Initiative	
St John Ambulance	St John Ambulance	WA

## MURDOCH UNIVERSITY

### 'Maybe' Campaign

The education sector is one of Australia's largest services marketing categories, indeed Australia's third largest earner of export income with approximately 20 per cent of the Australian youth population accounted for by international students. It is characterised by multiple government-regulated Universities, Schools and Colleges as well as a host of private providers in a highly competitive and regulated sector. The recent Bradley Review and its recommendations accepted by Federal Government mean that education is set to become a truly market driven sector from 2011.

The competitive nature of the sector coupled with the impending changes from Bradley sees the development of a marketing environment rich in all applications of the Marketing profession. We are seeing the emergence of high profile advertising campaigns, disciplined approaches to CRM, sales, and web marketing as well as some innovative approaches to social and digital media.

This is a sector that directly targets the dreams and aspirations of the influential teen and young adult market and that is constantly evolving to the needs of the lead new generation. It is one to watch for emerging trends, particularly in coming years as it becomes less regulated and more highly competitive.

### Judges' Comments

The Murdoch University 'Maybe' Campaign is an excellent example of a truly integrated marketing campaign within the highly competitive WA tertiary education sector. It is a great example of differentiation by a challenger brand.

Murdoch has successfully tapped into the dreams and aspirations of youth by utilising an emotive branding campaign that punches above its weight up against the largely course-focused, retail style spends of its key competitors.

For the second year in a row Murdoch has impressed the judging panel with its innovative approach to marketing within the sector. An approach that has provided very tangible results for the institution from its marketing program, and once again, the top prize nationally for education sector marketing.



## FINALISTS

Organisation	Entry	State Winner
Red Jelly	Red Door	TAS
RMIT University	Building the Brand	VIC
Mercer Wealth Solutions	Confessions of a Save-a-Holic: Financial Strategies for Women	
Murdoch University	'Maybe' Campaign	WA
Metropolitan South Institute of TAFE	Corporate Business Solutions	QLD
TAFESA Faculty of Marketing	Attention Seeker Campaign	SA
University of Sydney, Faculty of Economics and Business	Master of Management Program Launch	



MEN WANTED for Hazardous Journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honor and recognition in case of success — Ernest Shackleton.

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# WINNER - EXPERIENTIAL AND BRAND EXPERIENCES

## ERNST & YOUNG

### Experiencing Ernst & Young on Facebook

Ernst & Young Australia looks to recruit up to 1,000 graduates, cadets, co-ops and vacationers every year. Success for Ernst & Young comes from its ability to successfully recruit and retain the cream of Australia's graduate talent who are aligned with their values and can fit into the firm's high performance culture. The Ernst & Young Careers - Australia Facebook page is designed to create, build and enhance brand awareness with undergraduates and graduates seeking work experience and, or career opportunities with Ernst & Young. Facebook is a popular social networking site for this target audience. The Facebook careers page supplements the Ernst & Young Careers website and other graduate recruitment activities. The Facebook page is not to be used to search for candidates, directly obtain candidate resumes or to influence recruitment decisions with regard to potential Ernst & Young candidates.

### Judges' Comments

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. In 2009, Ernst & Young built on its solid brand equity by enabling young graduate applicants to not only absorb information from the many marketing communication channels they employed, but to experience some of the work life with the firm. The firm used a variety of action programs to actively engage potential high quality applicants and thereby position the Ernst & Young differently to their competitors in this particular recruitment market. Chief among these action programs was use of Facebook engagement advertisements that allowed interaction between potential applicants and employees, thereby assisting in meeting the goal of recruiting and retaining young graduate talent who are aligned with the firm's values and who are a fit with the firm's high performance culture.



## FINALISTS

### Organisation

Cyber-Shot, Sony and Jack Morton Worldwide  
Ernst & Young  
Lion Nathan Tooheys Extra Dry and Soup  
Murdoch University  
Zuri Lounge and Make Communications

### Entry

Sony Love True  
Experiencing Ernst & Young on Facebook  
TED Summer Project  
Connecting our Brand and Community  
Zuri – Launch Campaign

### State Winner

NSW  
VIC  
WA  
QLD

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## AVIVA AUSTRALIA

### HUGE Campaign

Offering incentives to financial advisers is not a new concept in the competitive world of financial services.

The HUGE rebate campaign, conducted during July to December 2008, demonstrated that client-based incentives, could be just as effective as using adviser based commissions in the independent financial planner market.

The campaign used the feedback from its financial adviser pilot group, the drop in the global share market and impending threat of low cost banking products to its competitive advantage.

This two-stage marketing program was designed to retain and increase investments on Aviva's investment platform by encouraging advisers to invest in term deposits, and therefore provide their customers with greater peace of mind during the volatile period.

The results demonstrate these price-based incentives can increase overall sales and retention practices of financial institutions. Results included sales of over \$595 million Funds Under Administration (FUA) and over \$125 million in new business, and received positive feedback from the industry and Aviva's adviser network.

### Judges' Comments

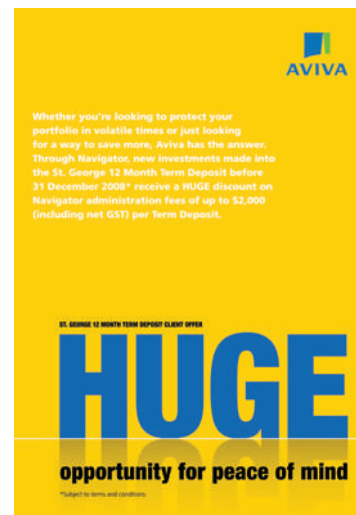
The HUGE campaign was a model example of a well researched, formulated and executed incentive campaign delivering a significant improvement in measurable results for its authors.

Satisfying all aspects of the Incentives Category evaluation criteria the submission demonstrated a sound awareness of the key variables and responses to deliver a successful outcome in a dynamic market environment.

The use of client-based incentives highlighted the importance of using informed market feedback when formulating responses. The judges endorsed the entrant's comments 'that marketing professionals within the financial services industry must recognise that client incentives, could be just as effective' reinforcing the importance of thinking laterally when designing solutions in response to difficult market situations.

A strong link between the campaign objectives and the incentive scheme strategy resulted in improved adviser relationships. The improved adviser relationships and response rates should deliver sustainable benefits.

Overall an outstanding achievement in volatile and competitive circumstances.



## FINALISTS

### Organisation

Aviva Australia

EVT Marketing Group

IBM and CIEvents

Silver Chef

Synchro Marketing

Synchro Marketing

Synchro Marketing

Synchro Marketing

### Entry

HUGE Campaign

EVT Marketing 'Hot Sales, Cool Rewards'

Know Your IBM

Silver Chef Sales League

Daimler Trucks 'Top Marques' Program

Passport to Rewards 'Accelerate' Program

The 'Magnificent 7' Program

The Network 7 'Olympic Millionaires' Program

### State Winner

NSW



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## HAZELL BROS

### Employer of Choice

Hazell Bros is a proudly Tasmanian, family owned construction company employing, 500 people statewide. The Internal Marketing Program at Hazell Bros is based around being an Employer of Choice through reward and recognition programs, employee engagement activities and continual improvement to communication content and systems.

The aim is to drive a positive change in internal culture, and bring about an engaged and motivated workforce which is actively involved in promoting the core values of the company. With employees on work sites, driving trucks, and continually working within the community, the Internal Marketing Program helps to build relationships such that employees trust and respect the company, and represent the company accordingly. Secondary benefits to the Internal Marketing Program include improved community and industry reputation, and greater ability to achieve commercial success.

### Judges' Comments

It is evident that Hazell Bros places its people at the heart of their corporate values. The submission outlined a comprehensive and integrated internal marketing program, based on the simple but important value of Health & Wellbeing as a driver of employee satisfaction and loyalty.

Employee groups were effectively segmented and a targeted internal communications strategy developed for each segment. Programs included; (1) Events & Activities such as 'boot camp' and 'life skills training', (2) Reward & Recognition in the form of the 'HB Handshake' performance recognition program, (3) Communication Improvements through utilising an array of methods to convey information from the boardroom to the building site.

The results were excellent across a wide range of relevant indicators obtained through empirical pre and post research. Key results include; a solid reduction in employee turnover, no external grievance and disputes claims a dramatic increase in event participation, a significant reduction in sick leave and high employee satisfaction scores on internal surveys.



## FINALISTS

Organisation	Entry	State Winner
ActewAGL	ActewAGL Be Green Campaign	ACT
Aviva Australia	Aviva Australia Strategy 2009	
Deloitte Australia	The Power of 4400 CMOs	
Hazell Bros	Employer of Choice	TAS
Hume Building Society	Power to the People	
Johnson & Johnson Medical Pty Ltd	Johnson & Johnson Medical Marketing Development Program	
RoadTek, Department of Transport and Main Roads	RoadTek 'Things that Matter' Roadshow	QLD
State Library of Victoria	THE FRIDGE – Fresh News Daily	VIC
Synchro Marketing	3 'Retail Excellence Program'	
Solterbeck Pty Ltd	GSKA Reward and Recognition Program	
Synchro Marketing	The 'Magnificent 7' Program	NSW





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International brand consultant, Associate Professor of Marketing MBS, visiting Associate Professor at MIT Sloan School of Management and Australian Marketing Institute 2009 Conference presenter.

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- » Teacher of the Year at MIT Sloan School of Management (2009)
- » MBS MBA teaching prize (2007 & 2008)

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- » “Should you launch a fighter brand?” – *Harvard Business Review*, October 2009
- » “Google in China” – *Marketing Magazine*, September 2009
- » “Meaning Matters: Polysemy in Advertising” (with Stefano Puntoni and Jonathan Schroeder), *Journal of Advertising*, 2010

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# WINNER - LOYALTY PROGRAMS

## VIRGIN BLUE

### Velocity 'Galactic' Campaign

The 2009 Loyalty Program judges identified the Virgin Blue - Velocity Loyalty Program 'Galactic' promotion as an outstanding success in building and consolidating customer loyalty, within a limited time frame and under extraordinarily challenging circumstances.

The goal with to convince existing and new members to select The Virgin Blue Velocity as their preferred place to accumulate and redeem the points they earned through their credit card provider. Within a pre-prescribed timeframe the program achieved a 1600 per cent increase in points transferred by new members, and a 1250 per cent increase in points transferred for the first time by existing members, with no decrease in new member sign-ups.

Only in the market for four years, with comparatively lower brand awareness and advertising spend to its major competitor, Virgin Blue had one shot to educate the 'frequent flyer loyalty program' consumer that Velocity was a viable alternative option, and remain a viable and ongoing competitor in the market.

### Judges' Comments

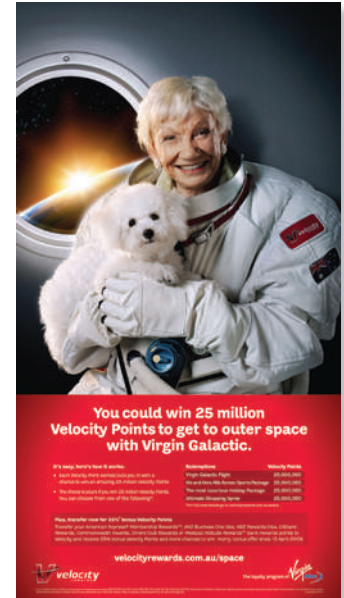
The judges were 'all on the same page' when judging for the Loyalty Program category was completed; selecting the Virgin Blue - Velocity 'Galactic' Campaign as the clear winner for this category, from a competitive field of worthy entries.

In what could only be described as a David vs. Goliath challenge to increase customer commitment and loyalty, under complex circumstances and time constraints and against a well established and highly regarded competitor, the Virgin Blue - Velocity Frequent Flyer/Loyalty Program, through their 'Galactic' promotion, achieved extraordinary results - successfully trumping their far larger rival.

With an innovative marketing campaign to overcome their comparatively lower brand awareness, due to their newness in relative terms to their competition, Velocity 'Galactic' promotion created outstanding results.

This campaign ticked all the boxes – the Issue was significant, the Solution innovative, the Results outstanding and the Outcomes sustainable.

Well done and congratulations!!



## FINALISTS

### Organisation

Hitachi Data Systems  
 IBM and CiEvents  
 Inspirations Paint & Colour  
 NOUS  
 Synchro Marketing  
 Synchro Marketing  
 Virgin Blue

### Entry

Hitachi Puts More Punch into Applications  
 Know Your IBM  
 The Colour Clique  
 Sunsuper New Member Trigger Campaign  
 Mercedes-Benz 'Star Accessory Rewards' Program  
 Passport to Rewards Program  
 Velocity 'Galactic' Campaign

### State Winner

QLD

## AUTODESK AUSTRALIA PTY LTD

Autodesk Solution Day 2009

Autodesk products empower customers to digitally design, visualize, and simulate their ideas. They have been setting the standard for design and engineering software since the introduction of AutoCAD®, more than 25 years ago. Autodesk also provide over 50 other leading edge products for the manufacturing, automotive, architecture/construction, utilities government and media industries - all sold through third party channel partners. Their challenge was to ensure customers were aware of the broader range of products. As a result, existing and potential customers were invited to a major event, through the use of a fully integrated campaign including electronic and traditional direct mail, online media and public relations. The approach proved to be an ideal opportunity to investigate the insights of customers and prospects to assist in the development of future marketing plans. Attendance to the event exceeded all expectations with 318 customers and prospects attending, along with 84 resellers.

### Judges' Comments

Here is a marketing program that has successfully identified and integrated the most appropriate media and executional elements, to efficiently and effectively target specific key audiences to maximise the marketing outcomes. Faced with the situation of having awareness of a single flagship product – AutoCAD® - out surpassing both customer and prospect awareness of the parent brand – AutoDesk – the marketing strategy focuses on engaging existing customers, as well as stakeholders from the third party in-direct distribution channel to refocus on the wider range of complex products offered by the parent company. The clear and concise presentation of the marketing program elements clearly demonstrates an in-depth understanding of the issue and the target audience.



## FINALISTS

Organisation	Entry	State Winner
APA Group and Make Communications	APA Group – Natural Gas Man	QLD
Autodesk Australia Pty Ltd	Autodesk Solution Day 2009	NSW
Aviva Australia	Tackling the Underinsurance Problem	
Davey Water Products	Davey Water Products, Rainwater Harvesting Guide	
Don Kyatt Group of Companies	Terrain Tamer Dedicated Stockist Program	VIC
Hitachi Data Systems	True IT Tales	
IBM Australia	IBM Solutions Showcase 2009	
IBM Australia	Payment Card Industry Campaign	
IBM Australia	SOA Highway	
Oxygene Branding and Communications	RMAX ThermaWallPlus™	
PSA Products	Choose PSA	
Sinclair Knight Merz	Achieve Client Engagement Program	



## TOURISM QUEENSLAND

### 'The Best Job In The World' Campaign

'The Best Job in the World' campaign sought to increase consumer awareness of the Great Barrier Reef islands, and to position this destination as an aspirational holiday location through an integrated approach encompassing website visitation and use of social media. Attracting over 34,000 applications, the search for an island caretaker gained global attention with PR value in excess of \$50 million – being featured in coverage by CNN, The Financial Times, Good Morning America, the BBC, The Guardian, CCTV China, USA Today, RTL TV Europe and Time amongst others – and triggered over 400,000 website visitations. The campaign continues through a second phase of blogs and podcasts by the 'successful applicant'. This unique approach by Tourism Queensland and the attention the campaign attracted resulted in tangible ROI through significantly increased sales in a number of international markets.

### Judges' Comments

Tourism Queensland recognised that in a market segment where the unusual, exotic and attractive may merely be a basic consumer expectation, something more innovative is required to gain attention and awareness on a significant scale. 'The Best Job in the World' was a unique and creative marketing strategy with clear potential to gain attention with a global audience. The ability for anyone to gain a sense of engagement through a 'job application' – or even through momentary fantasy – represented a means of achieving unprecedented cut-through in a crowded and highly competitive marketplace. This in turn resulted in media exposure worldwide, and from the judges' experience, a powerful viral marketing outcome with ersatz 'word-of-mouth' endorsement. The cheekiness of this campaign and the clear relevance of the product as the core offering rather than gimmickry made this effort a winner in the opinion of the judges.



## FINALISTS

Organisation	Entry	State Winner
Beyond the Square Communication and Inghams Enterprises	Talking Turkey	
DGM Collective	Salvos Stores Re-Create Fashion Show: Putting the Value into Vintage Fashion	
Ergon Energy	Increase the Power of Direct Debit	QLD
Fantastic Snacks	Pimp My Kettle Campaign	
Grey Canberra	Bonner Launch Campaign	ACT
Initiative	CSR Better For You Range Launch	
Lamb, Meat & Livestock Australia	Lamb: Raising the bar on Australia Day	
Tourism Queensland	'The Best Job in the World' Campaign	
SCOSA, the Spastic Centres of South Australia	Give A Buck	SA
St George Bank	St George 2009 Summer Home Loan Campaign	
Stockland	Make Your Move	WA
Tasmanian Perpetual Trustees	This is a Message for You	TAS
The Hospitals Contribution Fund of Australia Ltd	HCF's Evolving Marketing Communications Platform	NSW
V/Line	V/Line 'See Things Differently' Pilot Campaign	VIC

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# WINNER - MULTIMEDIA AND INTERACTIVE

## TOURISM QUEENSLAND

### 'The Best Job in the World' Campaign

In a competitive marketplace, innovation and impact are integral to a tourism campaign aiming to achieve international awareness. The Tourism Queensland's TQ highly publicised 'Best Job in the World' campaign, changed the premise of tourism marketing the world over. TQ launched an industry-targeted campaign in 2007, to define the islands of the region as a stand-alone product. The challenge after the 'Islands of the Great Barrier' campaign industry launch was to extend its reach to consumers who place increasing importance on online traveller's reports. An innovative campaign with a hook that created impact was required to capture on and offline media attention to drive consumer awareness about the destination. The result - the 'Best Job in the World' campaign garnered worldwide attention leading to extensive consumer involvement, resulting in the 'Islands of the Great Barrier Reef' being firmly placed on the worldwide stage. It illustrates effective application of sound multimedia strategies in the modern world where social media and mass are one.

### Judges' Comments

Tourism Queensland deserve plaudits for their highly creative and value-adding campaign to draw attention to the Great Barrier Reef as a holiday destination. Is there any person in their global market who would not want a caretaker job on a sun-drenched island in the Great Barrier Reef for six months? The fact that 400,000 visitors went to the interactive website, and 10,000 job applications were received says it all. Importantly though, 20,000 additional visitors came to this globally-recognised holiday destination as a direct result of this campaign. The use of social media, among other innovations led to many more positive outcomes such as positive word-of-mouth and word-of-web that helped stimulate the growth in visitors. Tourism Queensland are worthy winners because on top of such an innovative campaign, with tangible outcomes, they were prepared to take a slightly longer view of reaching their goals.



## FINALISTS

Organisation	Entry	State Winner
Audi Australia	Audi Australia – The 5EARCH Campaign	
Aurora Energy	warm.com.au – Finding a New Way Forward	TAS
BCM Partnership and Queensland Government - Department of Transport and Main Roads	Share My Story	QLD
Hitachi Data Systems	True IT Tales	
IBM Australia	Upload Virtual Summit	
realestate.com.au	Nude Dude Viral Campaign	
Toshiba	Aquilion ONE Launch into the Australia Market	
Tourism Queensland	'The Best Job in the World' Campaign	
Transport Accident Commission	Yellow CardTM	VIC



**GRLise** (gur-ih-ze) v.

1. To feminise something boring or straightforward.
2. To make funky and fresh of something standard and old, often using colour, language or design.

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# WINNER - NEW BRAND

## COUNTRY CLUB TASMANIA

### Tonic Bar

Country Club Tasmania is an accommodation and entertainment precinct located 10 minutes drive from Launceston in northern Tasmania. Its product offering includes four to five-star accommodation, a boutique casino, five restaurants and four bars – Watergarden Bar, Casino Bar, Bolters and, prior to September 2007, Links Bar. This bar was earmarked for a major refurbishment and extensive research was conducted to identify a prospective market for the new brand, Tonic Bar. The results of this research informed the marketing strategy for the new outlet, from physical design and layout to product offering and communications.

This strategy proved extremely successful, with Tonic Bar recording strong brand awareness and preference among the target market within six months of opening. The establishment of the Tonic brand attracted a new market to the business and secured a 46 per cent increase in revenue during the first year of operations. Critically, it did not bleed existing markets from the property's other outlets. Tonic Bar has been an invaluable addition to the business, rounding out its product offering and providing an alternative meeting venue for fine dining patrons and conference attendees, as well as fulfilling the needs of its target market.

### Judges' Comments

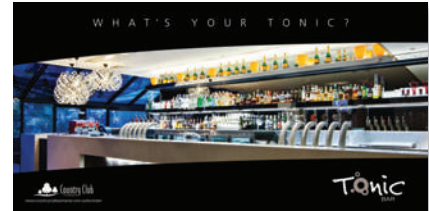
The development and launch of Tonic Bar at Country Club Tasmania is a clear example of marketing excellence from planning through to execution.

Extensive research enabled market and consumer segmentation and a target market to be established, the 'Out & About' segment of 25-39 year olds. Insights from this work also identified values essential to a new brand in this territory.

Brand guidelines were developed to ensure that desired values were reflected in all aspects of design, collateral and communication. Product offerings were also aligned to these values and to deliver the 'sophisticated good time' aspired to by the target market.

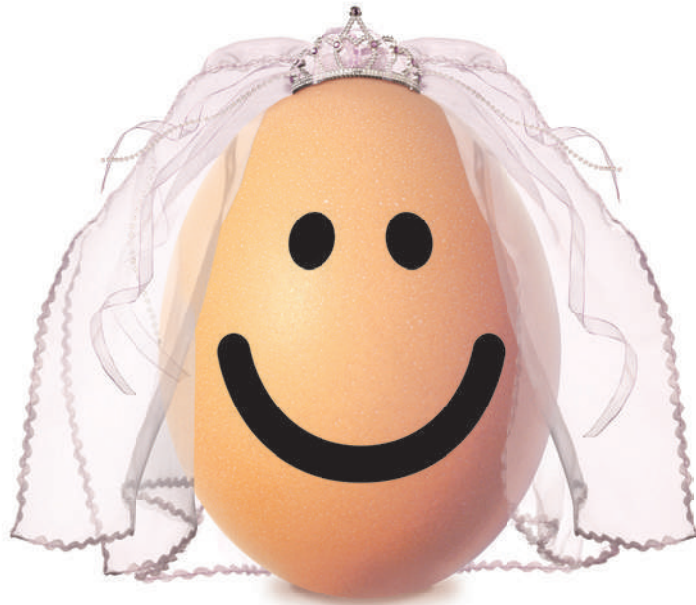
Results speak for themselves with Tonic Bar delivering a 46 per cent increase in revenue in its first year of operation without cannibalisation to other areas of Country Club Tasmania.

This entry demonstrated a clear strategy, based on consumer insight, which was faithfully executed, yielding outstanding results.



## FINALISTS

Organisation	Entry	State Winner
Challenge	Biggest Aussie Pie Night – Supporting Kids with Cancer	
Country Club Tasmania	Tonic Bar	TAS
Grey Canberra	Crace Launch	ACT
GRLmobile	GRLmobile Australia's Mobile Phone Service for Chicks	
Mining Industry Skills Centre	Project Canary	QLD
SAI Marketing Counsel	Creating a Living Brand from a Dormant Volcano	
SCOSA, the Spastic Centres of South Australia	Give A Buck	SA



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## SUNNY QUEEN FARMS

### Natural Grain Cage Free

In January 2009, Sunny Queen Farms launched a first-to-market innovation into the egg category with their Natural Grain Cage Free product. The market in Australia for non-cage eggs, known as Barn Laid, had been steadily declining due to a lack of consumer understanding of the production system. The strategy for the launch was underpinned by thorough market research. Sunny Queen Farms, through their research identified that many current cage egg purchasers were looking for an affordable non-cage alternative, but did not want to pay the considerable premium for Free Range or Organic.

Sunny Queen Farm's targeted research, provided them with a highly successful product strategy from launch through to communications and distribution. After only 16 weeks, Sunny Queen Farms had secured the Number 1 national egg brand status, boosting their market share (brand) by 4.4 per cent to a record 12.6 per cent and incremental sales of \$375,500. In response to this success, and as a direct result, the Barn Laid segment, previously in decline, grew by a remarkable 77 per cent, demonstrating that Sunny Queen Farms had not only added value to their brand, but also to the entire category.

### Judges' Comments

An outstanding example of the benefits of a thoroughly planned, targeted and executed national and global marketing research driven product launch. Sunny Queen Farms' target market is broad, and the issues canvassed from the consumer standpoint were quite challenging. Sunny Queen Farms addressed these challenges by demonstrating a clear and professional management of the marketing mix.

The targeted integrated communications mix is fun, clever and engaging, and delivered an excellent return of \$334,000 from just \$29,000 of PR expenditure. From the outset, Sunny Queen Farms worked closely with key retailers to ensure that distribution was in place pre-launch and post launch, again, supported by targeted communications – clearly a productive mix, impressively driving sales nationally.

The judges were also impressed with the marketing principles, clarity and execution demonstrated in the submission.



## FINALISTS

Organisation	Entry	State Winner
Atlantic Group [v]	Atlantic On Site Launching	VIC
CityRail and RailCorp	CityRail Epping to Chatswood Rail Link – Launch	NSW
CommInsure	Take a Week Off Work	
CSR Sugar (Sugar Australia)	Sugar Just Got Better...	
George Patterson Y&R	Suncorp Kids Account	QLD
Landcorp	Revolution Road - Ideas to Change the Way We Build	WA
Sunny Queen Farms	Natural Grain Cage Free	
Telstra Corporation Limited	Telstra BigPond News Campaign	
The Mercury	T – Tuesday in the Mercury	TAS

## AVIVA AUSTRALIA

### Frozen Funds

Imagine going to an ATM to access your pay, only to find out it had been deposited but you could not withdraw it. Effectively this was the issue that 'froze' an estimated \$23 billion of self funded pensioners and investors in late October 2008 as a result of the Global Financial Crisis GFC. It became known as 'frozen funds', the largest issue for the financial services industry during 2008. To respond to the crisis, Aviva used feedback from its financial adviser pilot group to develop a three-stage relationship program to reassure internal staff, advisers and pensioners about the situation amongst the media panic and hype. Aviva was the first platform to write to customers to advise them that their pensions would be paid for Christmas, demonstrating that Aviva not only maintained its image and reputation during the period, but actually improved it. Research into the effectiveness of the relationship program was ranked by the broader industry as industry-leading.

### Judges' Comments

The topical and relevant aspect of the issue was one of extreme importance to all concerned and Aviva showed its strength in taking a market leading position. The structure and thinking around a creative and well informed marketing solution positioned the idea perfectly for success. A strong pro-active approach saw Aviva set strong objectives early on and buy in from a number of stakeholders, as well as checking with the target market along the way. Seeing it was a daily proposition Aviva successfully positioned itself as a market leader and made several key decisions that backed this up to its target audience. The use of a simple colour formula made its communications and positioning easy to understand and follow, along with a good strong media mix that provided diversity and relevance. Overall the campaign was a success through its market leading approach and first to market attitude.



## FINALISTS

Organisation	Entry	State Winner
Aviva Australia	Frozen Funds	
Quadrant Superannuation	Sweet Offer	TAS
Synchro Marketing	3 'Retail Excellence Program'	
The Hospitals Contribution Fund of Australia Ltd	HCF: More for Members Program	NSW
Tick Yes Pty Ltd	Dog Diaries	
University of South Australia	The 'I to I' Project	SA
Victoria University	Give Us Your Lead	VIC



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## VICTORIA'S NEW GRADUATED LICENSING SYSTEM HAS PASSED THE TEST WITH FLYING COLOURS

Victoria's new Graduated Licensing System introduced the most far reaching changes to the state's driver licensing system since the introduction of the P plate in 1969.

VicRoads and advertising agency, Marmalade, developed and implemented an 18 month marketing communications program for the new system that won AMI's Victorian award

for social marketing in September 2009. It is now a finalist in the national awards. The new driver licensing system will help make younger drivers to be safer drivers.



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## MOTOR ACCIDENT COMMISSION (MAC) SOUTH AUSTRALIA

### Creepers' Low Level Speeding 08/09

Most speed related casualty crashes in South Australia occur at low speeds in 50 and 60 zones. Research identified that 16-29 year old males didn't consider travelling just a few kilometres over the limit as 'speeding' and therefore didn't engage with messages telling them not to speed; basically, they didn't think such a message was relevant to them. This campaign repositioned low level speeding and created the 'Creeping' brand. Creative executions took a risky yet highly integrated approach across multiple channels pushing the standards of each medium. As a result, MAC achieved its highest awareness levels ever for a safety campaign and paved the way for the adoption of 'Creeping' into the vernacular. Most importantly the campaign saw a 25 per cent reduction in speeding behaviour.

### Judges' Comments

Speed and road safety is, sadly, a 'cluttered market' in public education. The challenge for South Australia's Motor Accident Commission was to find a new way to tackle the issue of speed and to reach younger audiences, in particular those who are jaded and potentially de-sensitised to such messages. The winning entry took a highly innovative approach to a long-standing behavioural issue - speeding. Building on clear research insights, MAC branded the driving behaviour as 'Creeping' and built the campaign using brand principles around this newly-named problem behaviour. This cleverly provided a potential double meaning to create intrigue and cut-through with the difficult-to-reach young male audience. By truly understanding their audience MAC built back from this understanding to 'hit them between the eyes'.



## FINALISTS

Organisation	Entry	State Winner
Department of Transport and Main Roads	Share My Story	QLD
Graffiti	Mars Believe	
Mission H2O – The savewater!® Alliance	Mission H2O – Engaging Tweens, Teens & Twentysomethings in Water Conservation	
Motor Accident Commission	Creepers' Low Level Speeding 08/09	SA
RailCorp	Penguin	NSW
Royal Lifesaving Society of Australia - WA	Keep Watch	WA
Tasmanian Government	Earn Your Stars Campaign	TAS
The Child Support Agency	Child Support Scheme Reforms Communication Campaign	
VicRoads	Victoria's New Graduated Licensing System	VIC

## COLONIAL FIRST STATE

### Sports Performer Awards

How to say 'performance' without saying 'performance'? This was the challenge facing Colonial First State (CFS). Research showed that investors wanted a fund manager that delivers great investment performance. This could not legally be promised in advertising so CFS implied it through sponsorship, aligning the CFS brand with performance in sport. In doing so they connected with CFS's target audience – Australia's sports mad public. However, instead of sponsoring a single team, sportsman or race, CFS created a unique sponsorship property through the 'Sports Performer Awards'. Their implementation went beyond any existing awards to celebrate the achievements of athletes across all sporting arenas; the first of their kind to be voted on by the Australian public - the 'Logies of sport'. CFS elevated this sponsorship to a premium level within the sporting community, owned 'performance' and engaged their hard-to-reach audience in a new way – linking the brand with excellence in sporting performance.

### Judges' Comments

The financial sector in Australia has become extremely competitive. Difficult financial times have added another dimension and driven investors to demand consistent and great investment performance. Colonial First State's (CFS) target market was very broad and diverse but all segments had one thing in common – their love of sport. Sports sponsorship is a highly cluttered and competitive environment in which differentiation is challenging, but CFS rose to the challenge by sponsoring an awards program that was quite unique. The creative approach by CFS to appeal to all lovers of sport, by recognising achievements across the board, proved to be the answer to their marketing challenge. By engaging the public through voting for excellence in performance, CFS aligned itself to the one word it was not allowed to use overtly - performance. The creation, implementation and sponsorship of the 'Sports Performer Awards' was a good initiative for CFS and cut through the clutter in a difficult environment.



## FINALISTS

Organisation	Entry	State Winner
AGL Energy Ltd	Skipping Girl Restoration Project 2009	VIC
Colonial First State	Sports Performer Awards	
Ernst & Young Australia	Monet and the Impressionists	NSW
IBM Australia	IBM Australian Open 2009	
Logan City Council and Make Communications	Logan City Council – Who Knew?	QLD
Optus	Optus and Tennis Australia	
San Remo Macaroni Company	San Remo Netball Sponsorship	
St Andrew's Australia	Recharge and Refresh with the BWA CMT Transformers Conference Sponsorship 2009	
Tasmanian Perpetual Trustees	The Errol Flynn Centenary Celebration	TAS
Tourism Tasmania	2008 Hawthorn Football Club Sponsorship	





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International brand consultant, Associate Professor of Marketing MBS, visiting Associate Professor at MIT Sloan School of Management and Australian Marketing Institute 2009 Conference presenter.

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