

25TH AUSTRALASIAN CATALOGUE AWARDS

AWARDS ENTRY GUIDE



HOW TO SUBMIT YOUR 2016 APPLICATION

Visit the 2016 Catalogue Awards page for all information: catalogue.asn.au/awards2016			
Register your details on the Award Force online entry portal:	 		
https://catalogue.awardsplatform.com	 		• • • •

ACCOUNT VERIFICATION:

An email will be sent to confirm your account to login.

Note* If you do not receive an email please contact the Awards team.

ENTRIES:

You may edit your entry after submitting, up until the entry deadline. You can use the 'copy' feature to create a copy of your entry and change the category.

CART:

Multiple entries can be added to one cart. Entry fees may be paid by via invoice or credit card. If paying by credit card, payment must be made online at time of completing submissions. If your submissions have not been paid for at the close of entry they may not be included for judging.

WHAT ARE THE JUDGES LOOKING FOR?

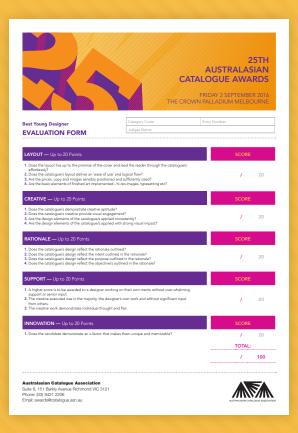
Judging criteria is available for download on the Catalogue Awards page: catalogue.asn.au/awards2016

Judges will be placing an emphasis on the 'Effectiveness' field.

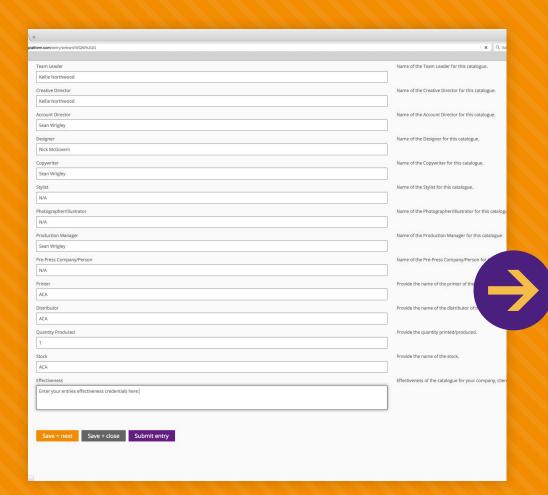
This data is not published however is extremely valuable in the scoring process.







ENTRY DETAILS

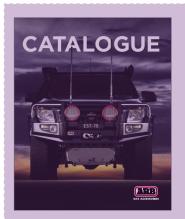


Ensure all information in your application is detailed and complete as this will be provided for the ACA Award Winner's Book should your entry be successfful.

B₂C

AWARD CATEGORY

AUTOMOTIVE VEHICLES AND PARTS



2015 WINNER

ARB 4X4 ACCESSORIES 'ARB 4X4 Accessories'

CLIENT
AGENCY
TEAM LEADER
CREATIVE DIRECTOR
ACCOUNT DIRECTOR
DESIGNER
COPYWRITER
STYLIST
PHOTOGRAPHER/
ILLUSTRATOR
PRODUCTION
MANAGER
PRE-PRESS
PRINTER
DISTRIBUTOR
OUANTITY PRODUCED

ARB 4X4 Accessories ARB Inhouse Team Sam Boden Kelly Teitzel and Jessica Vigar Matthew Frost Vanzella Graphic Design Jessica Vigar Jessica Vigar

Offroad Imges

Sam Boden Spittting Image Colour Studio Offset Alpine Printing ARB Corporation Ltd 185,000 81gsm A2 Gloss

OTHER FINALISTS



KIOTI TRACTORS

'The Complete Farming Solution'
Produced by PFG Australia



KUBOTA TRACTORS AUSTRALIA

This is the Life' Spring 2014'
Produced by Redhanded



SUPERCHEAP AUTO

'Pick Your Easter Project Sale'
Produced by Supercheap Auto

ENTRY CHECKLIST

Entry deadline:

1st June 2016 (This date is final and there will be no extensions provided)

1. DETAILS:

Select the category and title you are entering to begin the entry process.

2. CRITERIA:

Please enter all info accurately and to your best ability as it will be used in Awards Collateral. Provide adequate detail in the 'Effectiveness' field as judges will be utilising this in their scoring.

3. CATALOGUE INFORMATION:

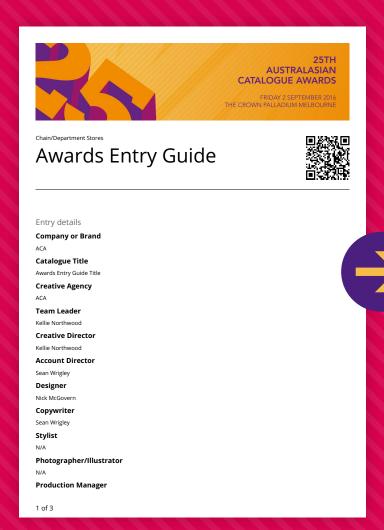
In addition to the 'Effectiveness' field, this will be considered during judging.

4. ATTACHMENTS:

Each entry requires two (2) physical copies of the catalogue and a high resolution PDF/JPEG of the front cover to be used in the Award Winners Book.

SENDING YOUR ENTRY

Once you have finalised your entry and submitted your payment (invoice or CC) please print two (2) copies of your entry PDF found in 'My Entries'.



Pre-Press Company/Person ACA Distributor **Quantity Produced** Stock ACA Effectiveness NOT VERY **Budget Range** Under \$10,000 **Main Distribution Channel** ain Distribution Channel: Other stribution Zone etro Only Distribution Zone: Other Targeting Geographic (Distance to Store) **Targeting: Other** Target Market - Gender Target Market - Age Under 18 **Targeted Objective** Sales Growth by Store Targeted Objective: Other Role of catalogue Brand awareness/Corporate Identity/Aspirational Role of catalogue: Other Log in to catalogue.awardsplatform.com to see complete entry attachments 2 of 3

Include this PDF with the two (2) physical copies of the catalogue sent to the Awards Team for judging.

We wish you the best of luck with your entries in the 2016 Australasian Catalogue Awards.

Please do not hesitate to contact the Awards Team at any time.

ACA AWARDS

Suite 6, 151 Barkly Avenue Richmond VIC 3121

Telephone: +61 3 9421 2206

Email: awards@catalogue.asn.au

SEAN WRIGLEY

Mobile: +61 433 265 283

PHILLIP MARIETTE

Mobile: +61419308013

