



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.

		25TH AUSTRALASIAN CATALOGUE AWARDS	
FRIDAY 2 SEPTEMBER 2016		THE CROWN PALLADIUM MELBOURNE	
General		Category Code:	Entry Number:
EVALUATION FORM		Judges Name:	
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ROLE OF THE CATALOGUE — Up to 20 Points		SCORE	
1. Is the catalogue logical to the Brand, Category Target Audience and Objectives? 2. Does the catalogue clearly indicate what the catalogue is promoting?		/	20
TARGET AUDIENCE — Up to 20 Points		SCORE	
1. Does the catalogue reflect and appeal to the targeted audience? 2. Does the catalogue offer an incentive, promotion, special or voucher that connects with the targeted audience? Please note: This may be an aspirational incentive and not always a literal suggestion or offer. 3. Does the distribution method and zoning make logical sense to reach the targeted audience?		/	20
TARGET OBJECTIVE — Up to 20 Points		SCORE	
1. Does the catalogue deliver in a logical manner to its identified Target Objective? 2. Does the Distribution ring make logical sense to the identified Target Objective or Audience? 3. Does the quantity produced and distributed meet the Targeted Objectives of the catalogue? 4. Does the paper, ink and general production of the catalogue meet the Targeted Objectives?		/	20
LAYOUT, DESIGN & ART DIRECTION — Up to 20 Points		SCORE	
1. Does the layout live up to the promise of the cover and lead the reader through the catalogue effortlessly? 2. Is the catalogue easy to follow? 3. Are the prices, copy and pictures sensibly positioned and sufficiently sized? 4. Are the images and fonts sufficient enough for the reader to identify with the product or promotion? 5. Is the copywriting appropriate and work within the design?		/	20
INNOVATION — Up to 20 Points		SCORE	
1. Does the catalogue have an x-factor that makes it unique or memorable?		/	20
TOTAL:		/	100
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		25TH AUSTRALASIAN CATALOGUE AWARDS	
FRIDAY 2 SEPTEMBER 2016		THE CROWN PALLADIUM MELBOURNE	
Best Young Talent		Category Code:	Entry Number:
EVALUATION FORM		Judges Name:	
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PROJECT OR WORK EXPERIENCE — Up to 40 Points		SCORE	
1. Does the applicants project or work experience indicate a level of excellence, aptitude and/or intelligence? 2. Do the project's provided as examples indicate innovative thought or creative intelligence? 3. Does the entrant demonstrate enthusiasm to challenge the industry in a progressive style? 4. Do the project's or work experience outlined indicate excellence in management of project components i.e. commitment to deadlines, quality, deliverables etc?		/	40
REFERENCES — Up to 40 Points		SCORE	
1. Peer feedback from clients, line managers or colleagues is positive, insightful and illustrates areas of 'best in class' performance? 2. Client insights demonstrate a high level of diligence and commitment to client deliverables? 3. Line manager feedback outlines genuine support and enthusiasm for the entrant, with specific focus e.g. 'willing to take the extra step in every task I give him', 'she is the highest performer in customer service and raising the bar'. 4. The entrant indicates a willingness to learn and improve whether via additional study or approach. The entrant demonstrates ambition and enthusiasm to achieve.		/	40
PRESENTATION — Up to 20 Points		SCORE	
1. The rationale is well written and prepared? 2. All administration information provided by the entrant is clear and accurate for judging?		/	20
TOTAL:		/	100
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		25TH AUSTRALASIAN CATALOGUE AWARDS	
FRIDAY 2 SEPTEMBER 2016		THE CROWN PALLADIUM MELBOURNE	
Best Young Designer		Category Code:	Entry Number:
EVALUATION FORM		Judges Name:	
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LAYOUT — Up to 20 Points		SCORE	
1. Does the layout live up to the promise of the cover and lead the reader through the catalogue's effortlessly? 2. Does the catalogue's layout deliver an 'ease of use' and logical flow? 3. Are the prices, copy and images sensibly positioned and sufficiently sized? 4. Are the basic elements of finished art implemented - hi-res images, typesetting etc?		/	20
CREATIVE — Up to 20 Points		SCORE	
1. Does the catalogue's demonstrate creative aptitude? 2. Does the catalogue's creative provide visual engagement? 3. Are the design elements of the catalogue's applied consistently? 4. Are the design elements of the catalogue's applied with strong visual impact?		/	20
RATIONALE — Up to 20 Points		SCORE	
1. Does the catalogue's design reflect the rationale outlined? 2. Does the catalogue's design reflect the intent outlined in the rationale? 3. Does the catalogue's design reflect the purpose outlined in the rationale? 4. Does the catalogue's design reflect the objective's outlined in the rationale?		/	20
SUPPORT — Up to 20 Points		SCORE	
1. A higher score is to be awarded to a designer working on their own merits without over-whelming support or senior input. 2. The creative executed was in the majority, the designer's own work and without significant input from others. 3. The creative work demonstrates individual thought and flair.		/	20
INNOVATION — Up to 20 Points		SCORE	
1. Does the candidate demonstrate an x-factor that makes them unique and memorable?		/	20
TOTAL:		/	100
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ENTRY DETAILS

platform.com/entry/entrants/WQNPuJGG

Team Leader
Kellie Northwood

Creative Director
Kellie Northwood

Account Director
Sean Wrigley

Designer
Nick McGovern

Copywriter
Sean Wrigley

Stylist
N/A

Photographer/Illustrator
N/A

Production Manager
Sean Wrigley

Pre-Press Company/Person
N/A

Printer
ACA

Distributor
ACA

Quantity Produced
1

Stock
ACA

Effectiveness
Enter your entries effectiveness credentials here

Save + next Save + close Submit entry



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 successful.

B2C

AWARD CATEGORY

AUTOMOTIVE VEHICLES AND PARTS

2015 WINNER

ARB 4X4 ACCESSORIES
'ARB 4X4 Accessories'

CLIENT
ARB 4X4 Accessories

AGENCY
ARB Inhouse Team

TEAM LEADER
Sam Boden

CREATIVE DIRECTOR
Kelly Teitzel and Jessica Vigar

ACCOUNT DIRECTOR
Matthew Frost

DESIGNER
Vanzella Graphic Design

COPYWRITER
Jessica Vigar

STYLIST
Jessica Vigar

PHOTOGRAPHER/ILLUSTRATOR
Offroad Images

PRODUCTION MANAGER
Sam Boden

PRE-PRESS
Splitting Image Colour Studio

PRINTER
Offset Alpine Printing

DISTRIBUTOR
ARB Corporation Ltd

QUANTITY PRODUCED
185,000

STOCK
Blgsm A2 Gloss

OTHER FINALISTS



KIWI TRACTORS
'The Complete Farming Solution'
Produced by PFG Australia



KUBOTA TRACTORS AUSTRALIA
'This is the Life' Spring 2014'
Produced by Redhanded Communications Group



SUPERCHEAP AUTO
'Pick Your Easter Project Sale'
Produced by Supercheap Auto Inhouse Team

ENTRY CHECKLIST

Entry deadline:

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

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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'.

25TH AUSTRALASIAN CATALOGUE AWARDS
FRIDAY 2 SEPTEMBER 2016
THE CROWN PALLADIUM MELBOURNE

Chain/Department Stores

Awards Entry Guide

Entry details

Company or Brand
ACA

Catalogue Title
Awards Entry Guide Title

Creative Agency
ACA

Team Leader
Kellie Northwood

Creative Director
Kellie Northwood

Account Director
Sean Wrigley

Designer
Nick McGovern

Copywriter
Sean Wrigley

Stylist
N/A

Photographer/Illustrator
N/A

Production Manager

1 of 3



Sean Wrigley

Pre-Press Company/Person
N/A

Printer
ACA

Distributor
ACA

Quantity Produced
1

Stock
ACA

Effectiveness
NOT VERY

Budget Range
Under \$10,000

Main Distribution Channel
Letterbox

Main Distribution Channel: Other

Distribution Zone
Metro Only

Distribution Zone: Other

Targeting
Geographic (Distance to Store)

Targeting: Other

Target Market - Gender
Male

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.

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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

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