

2017 ACA AWARDS
ENTRY GUIDE



N AUSTRALASIAN **9** CATALOGUE **I** **AWARDS**

HOW TO SUBMIT YOUR 2017 APPLICATION

Visit the 2017 Catalogue Awards page for all information:
catalogue.asn.au/awards2017

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Register your details on the Award Force online entry portal:
<https://catalogue.awardsplatform.com>

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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?

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

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

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These are the examples of the questions judges may use to assess your catalogue.

Role of the Catalogue

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1. Is the catalogue logical to the Brand, Category, Target Audience and Objectives?
2. Does the catalogue clearly indicate what the catalogue is promoting?

Target Audience

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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?

Target Objective

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1. Does the catalogue deliver in a logical manner to its identified Target Objective?
2. Does the Distribution range 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?

Layout, Design & Art Direction

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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?

Innovation & Effectiveness

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1. Does the catalogue have an x-factor that makes it unique or memorable?
2. Does the catalogue meet the specific credentials relating to the category?
3. Does the catalogue clearly and succinctly summarise the effectiveness credentials?

Note* The above evaluation categories are from the general judging form. Other judging forms apply when required and are highlighted in the Awards Force entry platform.

ENTRY DETAILS

26th Annual Australasian Catalogue Awards - 2017

My entries

My entries > Edit entry

All questions must be answered, unless marked optional.

Details Criteria Catalogue Info Attachments

Company or Brand
Enter details here

Catalogue Title
Enter details here

Creative Agency
Enter details here

Team Leader
Enter details here

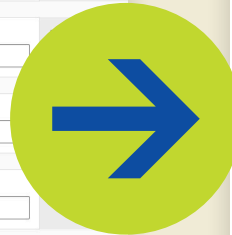
Creative Director
Enter details here

Account Director
Enter details here

Designer
Enter details here

Copywriter
Enter details here

Stylist



MAJOR AWARDS

AWARD CATEGORY

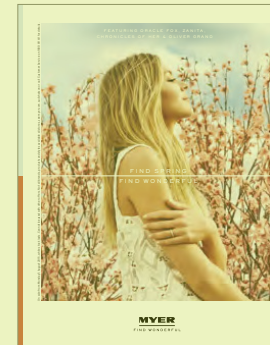
CATALOGUE RETAILER OF THE YEAR

Distribution up to 1.5 million catalogues

2016 WINNER

MYER

Produced by Clemenger BBDO



OTHER FINALISTS



CHEMMART

Produced by Chemmart
In-House Team



DAVID JONES

Produced by WhybinTBWA
& Maud



NUTRIMETICS

Produced by Nutrimerics
In-House Team

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.

ENTRY CHECKLIST

Entry deadline:

31st May 2017 (This date is final and there will be no extensions provided)

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1. ENTRY DETAILS:

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

2. TEAM INFO:

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 INFO:


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'.



25 – 08 – 17


MELBOURNE CONVENTION AND EXHIBITION CENTRE



25th Annual Australasian Catalogue Awards - 2017 (2017 Catalogue Awards)

Women and Men's Apparel

ENTER ENTRY TITLE



yjMAJpkj

Entrant details

Subscribe to ACA eNews

Yes

Entry details

Company or Brand

ENTER COMPANY OR BRAND NAME HERE

Catalogue Title

ENTER CATALOGUE TITLE HERE

Creative Agency

ENTER CREATIVE AGENCY HERE

Team Leader

ENTER TEAM LEADER NAME HERE

Creative Director

ENTER

Log in to catalogue.awardsplatform.com to see complete entry attachments.

1 of 1



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 2017 Australasian
Catalogue Awards.**

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

ACA Awards

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AUSTRALASIAN CATALOGUE ASSOCIATION