



25TH AUSTRALASIAN CATALOGUE AWARDS

FRIDAY 2 SEPTEMBER 2016
THE CROWN PALLADIUM MELBOURNE

2016 AWARD CATEGORIES

MAJOR AWARDS

Best Young Designer

Designers under the age of 35 (thirty-five) can submit an entry via the preparation of a small folio of their work demonstrating up to three catalogues or multi-channel campaigns they have created (with evidence of the catalogue being the foundation).

A short summary outlining the thinking behind the catalogue/s design and layout is required as well as supporting evidence from the entrants industry peers such as Stylists, Photographers, Creative Directors and/or others.

A profile shot (head and shoulders) is required for each entrant, to be submitted with the entry via the attachments page.

Judging will be scored per submission and each entrant judged by three judges from the panel.

Best Young Talent

Industry Stakeholders under the age of 35 (thirty-five) can submit or be nominated by their peers under the Best Young Talent category. Entrants will be considered for their achievement, effort and enthusiasm within their own specialisation, company and industry at large.

Best Young Talent entrants can come from all industries represented amongst the catalogue industry, including Advertising, Traffic Managers, Buyers, Campaign Co-Ordinators, Stylists, Photographers, Marketing and Sales personnel, Paper specialists, Printers, Distributors, Walkers and others.

Entries must include:

1. A summary of no more than 500 words outlining why the entrant has been nominated and highlight examples of excellence;
2. Up to 3 (three) 500 word testimonials from clients or internal stakeholders.

Catalogue Retailer of the Year Up to 1.5 Million Catalogues

Retailers who use catalogues regularly and continue to build successful catalogues to communicate with their customers will be recognised by the industry for their contribution.

In a competitive environment, Retailers continue to demonstrate excellence in catalogue creation and production and Retailers whose entries have been most recognised throughout the 2016 Awards will be considered for Catalogue Retailer of the Year.

Points are allocated as follows:

1. Category Winners = 20 points
2. Category Finalists = 10 points
3. Excellence in Craft Winner = 20 points
4. Excellence in Craft Finalist = 10 points
5. Integrated Campaigns Winner = 20 points
6. Integrated Campaigns Finalist = 10 points
7. Highly Commended = 5 points

Catalogue Retailer of the Year Up to 3.5 Million Catalogues

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Australasian Catalogue Association

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Phone: (03) 9421 2206

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AUSTRALASIAN CATALOGUE ASSOCIATION

Home

Our homes are our castles and this category provides the opportunity to demonstrate your success in promoting a growing and dynamic retail sector.

From food processors to bed linen, dining tables to washing machines, carpets to hammers, if your products are in or around the home then this category is for you.

Categories:

1. Kitchenware and Home Interiors
2. Furniture, Bedding and Manchester
3. Whitegoods, Electricals, Electronics and Home Entertainment
4. Home Improvement
5. Home Repairs and Hardware

Fashion

Fashion, fashion, fashion!

It could be glitz and glamour, or just as easily the everyday needs of family. If your forté is men's, women's and children's clothing and fashion, then this is the category for you. From all types of Apparel your Award opportunity awaits.

Categories:

1. Women and Men's Apparel
2. General - Shoes, Swimwear, Mixed Apparel
3. Children's Apparel

Cosmetics & Pharmacy

This category was launched in 2014 and strongly contested. Cosmetics and Pharmacy is a growing sector using catalogues to great effect. These four awards cover the entire Cosmetics and Pharmacy industries so if that's your game, don't miss your opportunity to win.

Categories:

1. Cosmetics
2. General Pharmacy
3. Health and Wellbeing
4. Skincare and Miscellaneous

Recreation & Leisure

It's a busy life for us all, so rest and play is important. As the largest growth sector for catalogue usage, Recreation & Leisure is all about the products we use when we're taking time out.

So if your brand is all about children's toys, sporting equipment or apparel, camping or outdoor goods, or even miscellaneous recreation and leisure products, then here's your opportunity to win some accolades.

Categories:

1. Children's Toys
2. Sports and Fitness
3. Camping, Outdoor Goods and Miscellaneous

B2C

In our ever-changing communication world, catalogues are no longer exclusive to retailers alone. Businesses have long tapped into our highly effective channel with great success.

So if your brand is all about selling your business services to customers, be it telecommunications, real estate or property, automotive vehicles or parts, tourism, education, government, office supplies or even those of you with megalogues, this is the category for you.

Categories:

1. Telecommunications
2. Real Estate and Property
3. Automotive Vehicles and Parts
4. Tourism, Education and Government
5. Office Supplies
6. Megalogues - All Categories

About Megalogues

They're not just big, they are mega! Loaded with product and information, megalogues (the mega catalogues) often become the customers go to for all their needs. Sometimes, you just can't fit it all into a little catalogue.

If your products are endless and your document is mega, then here is your category.

Retailers

Retailers have a strong, proud history in successful catalogues, including production of one of the very first commercial catalogues. Retailers continue to drive change and bring sophistication to the catalogue industry.

Spread across supermarkets, liquor, chain/department stores, specialty, shopping centres, magalogues, campaigns and online, this is the category for retailers to excel.

Categories:

1. Supermarkets
2. Liquor
3. Chain/Department Stores
4. Specialty Retailers - Jewellery, Books, Fabrics, Eyewear, Food/Cuisine
5. Shopping Centres
6. Online Retailers

Magalogues – All Categories

Content marketing is critical in strengthening engagement and loyalty from customers. Brands are recognising the importance of good content when communicating with customers, thus the Magalogue was born. Catalogues with rich content, magazine-style editorial and more. This category provides your opportunity to demonstrate the hard work behind the magalogue, brandzine or guide.

Campaign Series

Sometimes one catalogue just isn't enough. It could be that the offer stretches over a season, or a common theme is delivered across several periods, maybe it's simply the way a brand gets its products to market. However we look at it, catalogue campaigns are here to stay and continue to gain strength.

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Sustainability

Promoting Charities, Not-for-profit, Awareness Campaigns and Public Information

This category is awarded to organisations that display sustainability initiatives that highlight the environmental and sustainability qualities of the organisation. These organisations include charities, not-for-profit organisations, awareness campaigns or public information systems. As they work under differing environments, this category provides an 'equal playing field' opportunity.

Entrants are required to submit a (up to) 500 word summary outlining any sustainability principles demonstrated and a sample of the catalogue.

New Zealand

With increased competition and growth in all categories last year from New Zealand brands, the Catalogue Awards will be hosting a New Zealand only category for the first time.

So if you're a New Zealand brand that produces great catalogue work this is your chance to submit your work and celebrate.

Categories:

1. Home
2. Fashion
3. Cosmetics & Pharmacy
4. Recreation & Leisure
5. B2C
6. Retailers

Digital

Technology on Paper – Effectiveness

This award recognises the most effective use of technology within a catalogue as part of your catalogue marketing campaign. Judges will be looking for the best complimentary use of technology, be it QR

codes, e-commerce, website links, SMS, Twitter or Facebook, or any other digital extension of your catalogue campaign which delivers results. Those with the strongest campaigns incorporating technology will be recognised. Entrants are required to submit catalogue samples as well as a (up to) 500 word summary outlining the technology utilised and (if necessary), instructions on how to view the technology.

Multi-channel Campaigns

This award recognises the most effective use of catalogues within a multi-channel campaign. Judges will be looking for catalogues that are one part of a campaign that incorporates other channels, such as radio, television, digital or other. The catalogue may or may not be the centrepiece, however, it is integral to the campaign.

Entrants are required to submit catalogue samples. They may also choose to submit a (up to) 500 word summary outlining how the catalogue was tactically employed as part of the multi-channel campaign.

Excellence in Craft

Best in Class

The ultimate kudos, the Best in Class Award recognises outstanding catalogues.

With a panel of expert Judges drawn from the wider industry, this award is absolute recognition by your peers for outstanding work. Judges will be assessing catalogues across all categories looking for outstanding work, tactical execution and/or standout creative.

If your catalogue is head and shoulders above the rest of your category, it's your chance to win.

Creative Design & Execution

This is the award for all the creative agencies out there that have developed amazing design and creative for their clients. Judges will be looking for outstanding creative, tactical execution of design and purity of concept. If your catalogue is high on creative, this is the category for you.

SUPPORT

With thanks to the ongoing support of the Australasian Catalogue Association Board.

Acknowledgement also to SBM, SAPPI Trading Australia and OAP, an IPMG Company, for their continued support and provision of the creative concept, design, paper supply and print of the 25th Annual Catalogue Awards collateral.

