

# 25<sup>TH</sup> 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?

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

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

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

# **Role of the Catalogue**

- 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**

- 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**

- 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**

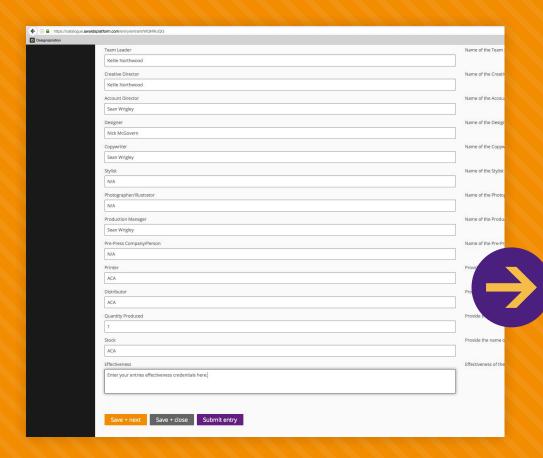
- 1. Does the layout live up to the promise of the cover and lead the reader through the catalogue effortlessly?
- 2. Is the catalogue easy to follow?
- 3. Are the prices, copy and pictures sensibly positioned and sufficiently sized?
- **4.** Are the images and fonts sufficient enough for the reader to identify with the product or promotion?
- 5. Is the copywriting appropriate and work within the design?

#### **Innovation & Effectiveness**

- 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**

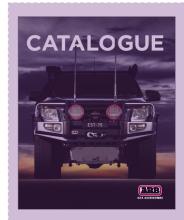


Ensure all information in your application is detailed and complete as this will be provided for the ACA Award Winner's Book should your entry be successfful.

# B<sub>2</sub>C

#### 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 Imaes

Sam Boden

Splitting 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 the Committee Co



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**

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