



# 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](http://catalogue.asn.au/awards2016)**

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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

Design Inspiration

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



## 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

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:

**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'.

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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](http://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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AUSTRALASIAN CATALOGUE ASSOCIATION