



25TH AUSTRALASIAN CATALOGUE AWARDS

FRIDAY 2 SEPTEMBER 2016
THE CROWN PALLADIUM MELBOURNE

MANUAL ENTRY FORM

Entry Criteria:

First Name: Last Name: Mobile:
Company: Email address:
Address: State: Postcode:
Creative Agency Catalogue Title: Company/Brand:
Team Leader: Creative Director:
Account Director: Designer:
Copywriter: Stylist:
Photographer/Illustrator: Production Manager:
Pre-Press Company/Person: Printer:
Distributor: Quantity Produced: Stock:

2016 AWARD CATEGORY LIST (Please tick the boxes of awards categories you wish to enter)

Major Awards

- ☐ Best Young Designer
- ☐ Best Young Talent

Home

- ☐ Kitchen & Home Interiors
- ☐ Furniture, Bedding & Manchester
- ☐ Whitegoods, Electricals, Electronics & Home Entertainment
- ☐ Home Improvement
- ☐ Home Repairs & Hardware

Fashion

- ☐ Women and Men's Apparel
- ☐ General - Shoes, Swimwear, Mixed Apparel
- ☐ Children's Apparel

Cosmetics & Pharmacy

- ☐ Cosmetics
- ☐ General Pharmacy
- ☐ Health & Wellbeing
- ☐ Skincare & Miscellaneous

Recreation & Leisure

- ☐ Children's Toys
- ☐ Sports & Fitness
- ☐ Camping, Outdoor Goods & Miscellaneous

B2C

- ☐ Telecommunications
- ☐ Real Estate & Property
- ☐ Automotive Vehicles & Parts
- ☐ Tourism, Education & Government
- ☐ Office Supplies
- ☐ Megalogues - All Categories

Retailers

- ☐ Supermarkets
- ☐ Liquor
- ☐ Chain/Department Stores
- ☐ Specialty Retailers - Jewellery, Books, Fabrics, Eyewear, Food/Cuisine
- ☐ Shopping Centres
- ☐ Online Retailers
- ☐ Megalogues - All Categories
- ☐ Campaign Series

New Zealand

- ☐ Home
- ☐ Fashion
- ☐ Cosmetics & Pharmacy
- ☐ Recreation & Leisure
- ☐ B2C
- ☐ Retailers

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Excellence In Craft

- ☐ Creative Design & Execution
- ☐ Best in Class

Sustainability

- ☐ Promoting Charities, Not-for-profit, Awareness Campaigns & Public Information

Digital

- ☐ Technology on Paper - Effectiveness
- ☐ Multi-channel Campaign

CATALOGUE INFORMATION (Please tick the boxes of awards categories you wish to enter)

Budget Range

- ☐ Under \$10,000
- ☐ \$10,000-\$50,000
- ☐ \$50,001-\$100,000
- ☐ \$100,001-\$500,000
- ☐ \$500,001-\$1 Million
- ☐ Above \$1 Million

Main Distribution Channel

- ☐ Letterbox
- ☐ Newspaper or Magazine insert
- ☐ Direct Mail - Addressed
- ☐ Direct Mail - Undressed
- ☐ Other (Please specify)

Distribution Zone

- ☐ Metro Only
- ☐ Country / Regional Areas only
- ☐ Metro & Country / Regional Areas
- ☐ Targeting - Local Area to store only
- ☐ Other (Please specify)

Targeting

- ☐ Geographic (Distance to Store)
- ☐ Data Driven (Transactional or Loyalty)
- ☐ Demographic (Grocery Buying Mum's)
- ☐ Mixed
- ☐ Other (Please specify)

Target Market - Gender

- ☐ Male
- ☐ Female
- ☐ Mixed

Target Market - Age

- ☐ Under 18
- ☐ 19-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50+
- ☐ Mixed

Targeted Objective

- ☐ Sales Growth by Store
- ☐ Brand Awareness - Aspirational
- ☐ Sales Growth by Product
- ☐ Sales Growth by Category/Department
- ☐ Specific Campaign
- ☐ Range - Product
- ☐ Range - Store
- ☐ Public Communication/Notice
- ☐ Other (Please specify)

Role Of Catalogue

- ☐ Brand Awareness/Corporate Identity/ Aspirational
- ☐ Department/Category promotion
- ☐ Seasonal/Category Destination
- ☐ Range - Product
- ☐ Public Communication
- ☐ Other (Please specify)

SUPPORT

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