



25TH
AUSTRALASIAN
CATALOGUE
AWARDS

FRIDAY 2ND
SEPTEMBER 2016



CALL FOR ENTRIES

ENTER THE AUSTRALASIAN CATALOGUE AWARDS FOR YOUR CHANCE TO BE A WINNER.

Invite your clients and colleagues to join us in an event that celebrates the creativity, diversity and success of the Australasian Catalogue industry. 2016 sees the introduction of some new and exciting categories to the 25th ACA Awards, namely, our first ever New Zealand only categories:

- Home
- Fashion
- Cosmetics and Pharmacy
- Recreation and Leisure
- B2C
- Retailers

The awards have seen substantial growth as well as some incredible entries over the past few years.

This is your chance to celebrate the 25th anniversary of the awards and be recognised for your work throughout the year.

GET YOUR ENTRIES IN

www.catalogue.asn.au/awards

Manual entries can be submitted – go to www.catalogue.asn.au/awards to download your PDF.

Send your manual form and entry samples to:

AWARDS TEAM
Australasian Catalogue Association
Suite 6, 151 Barkly Avenue,
Richmond VIC 3121

**ENTRIES
NOW
OPEN**

Entries are now open and close at 5pm on Wednesday 1st June 2016.



ENTER AT

www.catalogue.asn.au/awards

THE ANNUAL AUSTRALASIAN CATALOGUE AWARDS IS YOUR CHANCE TO HIGHLIGHT YOUR EXPERTISE IN EFFECTIVE MARKETING THROUGH CATALOGUES.

Catalogue marketing is a highly effective media and this is the opportunity for your strategy, concepts, creative, design, styling and more to be recognised.

CATEGORY GUIDELINES

Each Catalogue entry for the 2016 Awards will be assessed on its strength in achieving the desired objective and our expert panel of judges will consider, based on the data presented, whether catalogue entries are successful in their relevant market segment.

When submitting your entry, consider your Target Audience, Catalogue Objective, Distribution Zoning and more to communicate how effective your catalogue entry was for your company or brand.

ENTRY CHECKLIST

1. Ensure the online Entry Form is fully completed for each catalogue entry. At the successful completion of your online entry an Entry Submission Summary Form is to be printed. Print three (3) copies – an Original (to be sent to the ACA with your catalogue sample), a Copy (Sent with your second sample to the ACA) and a third Copy to be retained for your records.
2. If entering more than one (1) category each separate entry must be accompanied by the Entry Submission Summary Forms in the same format as outlined in item one (1) above.
3. Payment can be made online via the credit card facilities provided in the online Entry System. For those requiring a Tax Invoice, please contact the ACA direct on 03 9421 2206 once all of your entries are submitted in the online Entry System.
4. Please note each entry is \$100.00 plus GST.
5. Once you are satisfied that your entries are complete and both catalogue samples or special entry requirements are collated, please post/courier your entries, including Entry Submission Summary Forms and samples to:

ACA – Awards Entry
Suite 6, 151 Barkly Avenue,
Richmond VIC 3121

Entries and samples must be received by close of business, 5pm, Wednesday 1st June, 2016.



RULES OF ENTRY

- **CATALOGUE DEFINITION:**
To be acceptable as an entry, unless otherwise stipulated, a catalogue must advertise for sale a range of three or more, products, models, styles and/or services. However, it is not mandatory that a Price List accompanies the catalogue entry, nor that prices be featured within the body of the catalogue.
- All entries must have been distributed to customers within the twelve (12) month period 1st May 2015 – 30th April 2016 and cannot be submitted for judging in two (2) consecutive years.
- Entries must have been created either in Australia or New Zealand. Catalogues created in Australia or New Zealand for distribution in other parts of the world are also acceptable.
- Catalogues can be entered across multiple categories.
- Retailers, and their respective Agencies, considered for the 'Catalogue Retailer of the Year' awards will be selected from the entire range of Catalogue entries submitted in 2016 only, no previous year entries will be considered.
- The Australasian Catalogue Association reserves the right to reject or reassign any entry it deems to be unsuitable, inappropriate or duplicated. No correspondence will be entered into; however in the event of a rejection the entry fee will be refunded.
- If there are insufficient entries in an Award category, that category may be cancelled and the entries reassigned or refunded.
- If the judges deem that a catalogue has been entered in the wrong category, the catalogue may be reassigned to another category.
- If a catalogue has been entered in the same category by two (2) or more different organisations, the first entry received will be processed, the subsequent entrant(s) advised and the subsequent entry fee refunded.
- Entrants must provide two (2) copies of each catalogue entered. All material, data or other submitted information remains the property of the Australasian Catalogue Association and may be used in promotion of the awards and/or industry. Entries will not be returned. The results of judging will remain confidential until the formal presentation of the Awards, however, all entrants will be notified of their general status prior to the Event.



MASTER OF CEREMONIES



As we take a trip down memory lane, returning for a second year is our Master of Ceremonies, Dave Thornton. Given his past life as a Graphic Designer working on catalogues, Dave had everyone in stitches in 2015 with his knowledge of the industry and comedic flare.

As one of Australia's best comedic exports, Dave is a stand-up comedian, actor and radio and TV presenter, he has performed stand-up comedy throughout Australia, in Edinburgh, Singapore and New York. He has also appeared on Australian television and radio.

The night of nights for the
25th Australasian Catalogue Awards
will be celebrated in

**THE PALLADIUM ROOM,
CROWN CASINO, MELBOURNE
ON FRIDAY 2ND SEPTEMBER 2016
AT 7.00PM.**

For seat and/or table bookings, please contact the ACA on
awards@catalogue.asn.au or by calling **03 9421 2206**.

You will need to let us know yours and your guests name/s,
number of seats and/or tables. Please note, individual seat/s
can be booked for \$220 plus GST, or alternatively, tables of 10
are \$2,000 plus GST.

Upon completion of your booking, we will provide a Tax Invoice
to you for remittance via EFTPOS.

**V
E
N
U
E**



EXPERT JUDGES IN SYDNEY & MELBOURNE

Judging will take place over two weeks in Sydney and Melbourne, with over 50 judges selected from within the catalogue industry. The judging panels will include a combination of agency creative, production and account staff, catalogue retailers, print, paper and digital suppliers to the industry.

Your catalogue entry requires you to submit data outlining your catalogue's objectives. This information is then evaluated with your physical catalogue sample. Each catalogue will be provided a score out of 100 and Judges are not permitted to assess their own work.

Judges evaluation guidelines are outlined below. It is important to note, these are guidelines only and not specific questions being evaluated. For more details on the judging criteria please go to www.catalogue.asn.au/awards.

ROLE OF THE CATALOGUE

Up to 20 Points

From the first interpretation the Catalogue is logical to the Brand, Brand Category, Target Audience and identified objectives outlined in the entry.

AUDIENCE

Up to 20 Points

In the Judge's expert opinion, does the catalogue reflect an appeal to the identified Target audience?

TARGET OBJECTIVE

Up to 20 Points

In the Judge's expert opinion, does the catalogue deliver in a logical manner to its identified target objective?

LAYOUT, DESIGN & ART DIRECTION

Up to 20 Points

The layout must live up to the promise of the cover and lead the reader through the catalogue effortlessly.

INNOVATION

Up to 20 points

Does the catalogue have an x-factor that makes it unique and memorable?



THANKS

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.

