



AUSTRALASIAN CATALOGUE ASSOCIATION

25TH AUSTRALASIAN CATALOGUE AWARDS

2016 AWARDS FINALISTS

TABLE OF CONTENTS

Major Awards	03
Home	04
Fashion	05
Cosmetics & Pharmacy	06
Recreation & Leisure	07
B2C	08
Retailers	09
Sustainability	11
Digital	11
Excellence in Craft	12
New Zealand	13

MAJOR AWARDS

AGENCY OF THE YEAR

(Sponsored by Fairfax Media)

- ▶ AJF Partnership
- ▶ Clemenger BBDO
- ▶ GP Advertising
- ▶ Whybin\TBWA & Maud

BEST YOUNG DESIGNER

(Sponsored by Offset Alpine Printing)

- ▶ Alesha Rowe of Choices Flooring
- ▶ Anthony Christie of Kmart
- ▶ Cass Mackenzie of Tomorrow Agency
- ▶ Kate Cochrane of Kmart

BEST YOUNG TALENT

(Sponsored by Stora Enso)

- ▶ Jane Sargood of Coles
- ▶ Lucy Price of Kmart
- ▶ Samantha Smith of Woolworths
- ▶ Yen Hoang of Myer

JUDGES CHOICE

(Sponsored by Australia Post)

- ▶ David Jones – 'AW16 Brand Book Two'
Produced by Whybin\TBWA & Maud
- ▶ Lush – 'Fresh Matters' Produced by Lush In-House Team
- ▶ Myer – 'The Smart Guide To Technology'
Produced By Clemenger BBDO
- ▶ Peter Alexander – 'Mother's Day'
Produced By Paper Stone Scissors

CATALOGUE RETAILER OF THE YEAR

(UP TO 1.5M) (Sponsored by Norske Skog)

- ▶ Chemmart – Produced by Chemmart In-House Team
- ▶ David Jones – Produced by Whybin\TBWA & Maud
- ▶ Myer – Produced by Clemenger BBDO
- ▶ Nutrimetics – Produced by Nutrimetics In-House Team

CATALOGUE RETAILER OF THE YEAR

(UP TO 3.5M) (Sponsored by Norske Skog)

- ▶ Anaconda – Produced by Anaconda In-House Team
- ▶ Harris Scarfe – Produced by J Walter Thompson Melbourne
- ▶ Harvey Norman Group – Produced by GP Advertising
- ▶ Telstra – Produced by Paragon Design Group and Wellcom Worldwide

CATALOGUE RETAILER OF THE YEAR

(OVER 3.5M) (Sponsored by Norske Skog)

- ▶ Dan Murphy's – Produced by Hardie Grant and Red Jelly
- ▶ First Choice Liquor – Produced by Coles In-House Studio
- ▶ Kmart – Produced by Kmart In-House Team
- ▶ Priceline Pharmacy – Produced by GIRL

HOME

(Sponsored by IPMG)

KITCHENWARE AND HOME INTERIORS

- ▶ Bailey – 'Bailey' produced by Hoyne
- ▶ General Trader – 'Clearance Sale'
Produced by The Faith Agency
- ▶ Minimax – 'Christmas 2015' Produced by The Faith Agency
- ▶ Myer – 'EAT' produced by Clemenger BBDO

FURNITURE, BEDDING AND MANCHESTER

- ▶ David Jones – 'SS15 Brand Book Two'
Produced by Whybin\TBWA & Maud
- ▶ Domayne – 'Winter, Bedding and Manchester Launch 2016'
Produced by GP Advertising
- ▶ Freedom – 'Lookbook Spring'
Produced by Freedom In-House Team
- ▶ Homemakers Furniture – 'Home Living'
Produced by Kinc Agency
- ▶ IKEA – 'IKEA Bedrooms' produced by IKEA In-House Team

WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT

- ▶ Big W – 'Home Entertainment'
Produced by Big W In-House Team
- ▶ Harvey Norman – 'For All The Love & Hugs - Mother's Day'
Produced by GP Advertising
- ▶ Myer – 'The Smart Guide to Technology'
Produced by Clemenger BBDO
- ▶ Radio Rentals – 'Rent & Keep It' Produced by J Walter Thompson

HOME IMPROVEMENT

- ▶ Beacon Lighting – 'LED Catalogue 2016'
Produced by Beacon Lighting In-House Team
- ▶ Burdens Bathrooms – 'Bathroom Inspiration'
Produced by Bruni Dunn Creative
- ▶ Masters – 'Penrith Store Opening'
Produced by Elevencom and JRC
- ▶ Plants Plus – 'We Know Spring Gardening'
Produced by Is Advertising

HOME REPAIRS AND HARDWARE

- ▶ Home Timber & Hardware – 'Living Outdoors'
Produced by Is Advertising
- ▶ Masters – 'Penrith Store Opening'
Produced by Elevencom and JRC
- ▶ Mitre 10 – 'Autumn's Awesome'
Produced by Mitre 10 In-House Team
- ▶ Thrifty-Link Hardware – 'Merry Fixmas'
Produced by The Faith Agency

FASHION (Sponsored by IPMG)

WOMEN AND MEN'S APPAREL

- ▶ Country Road – 'Country Road Summer 2015'
Produced by Y-M-D (Previously named Between Two)
- ▶ David Jones – 'AW16 Brand Book one'
Produced by Whybin\TBWA & Maud
- ▶ Peter Alexander – 'Peter Alexander'
Produced by Paper Stone Scissors
- ▶ Myer – 'Spring Summer 16 Season Launch'
Produced by Clemenger BBDO

GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

- ▶ Kmart – 'Endless Summer' Produced by Kmart In-House Team
- ▶ Myer – 'The Shoe Update' Produced by Clemenger BBDO
- ▶ Rip Curl – 'My Bikini' Produced by Rip Curl In-House Team
- ▶ Target – 'Higher Quality. Lower Prices. YAY!'
Produced by Target In-House Team

CHILDREN'S APPAREL

- ▶ ALDI – 'Young Hearts by Collette Dinnigan' Produced by BMF
- ▶ Best & Less – 'Baby Week'
Produced by Best & Less In-House Team
- ▶ Myer – 'Kids Book' Produced by Clemenger BBDO
- ▶ Target – 'New Spring Must Haves'
Produced by Target In-House Team

COSMETICS AND PHARMACY (Sponsored by AIW Printing)

COSMETICS

- ▶ Estee Lauder – 'Estee Lauder Christmas 2015'
Produced by Estee Lauder In-House Team
- ▶ Lush – 'Fresh Thinking' produced by Lush In-House Team
- ▶ Myer – 'The Beauty Edition (Beauty Book)'
Produced by Clemenger BBDO
- ▶ Nutrimetics – 'Christmas 2015 Brochure'
Produced by Nutrimetics In-House Team
- ▶ Priceline Pharmacy – 'Beauty School 2' Produced by GIRL

GENERAL PHARMACY

- ▶ Amcal – 'The Amcal Inside Guide'
Produced by Optimo Designs
- ▶ Chemmart – 'Back to School'
Produced by Chemmart In House Studio
- ▶ Homyped – 'Spring Summer 2015'
Produced by The Faith Agency
- ▶ Priceline Pharmacy – 'Mission Health 1' Produced by Ogilvy

HEALTH AND WELLBEING

- ▶ Chemist Warehouse – 'March Catalogue'
Produced by Chemist Warehouse In-House Team
- ▶ Chemmart – 'Sensitive Issues'
Produced by Chemmart In-House Team
- ▶ Hairhouse Warehouse – 'Hairhouse Warehouse Gift's She'll Love'
Produced by Chemist Warehouse In-House Team
- ▶ Malouf Pharmacies – 'Vitamin Guide Summer'
Produced by PEP Central an IPMG Company
- ▶ Woolworths Supermarkets – 'Health, Beauty, Baby'
Produced by Leo Burnett

SKINCARE AND MISCELLANEOUS

- ▶ Coles – 'Beauty & Body' Produced by Coles In-House Studio
- ▶ Estee Lauder – 'Estee Lauder Christmas 2015' Produced by Estee Lauder In-House Team
- ▶ Keune – '2016 Academy Catalogue' Produced by Zedpin
- ▶ Nutrimetics – 'Christmas 2015 Brochure'
Produced Nutrimetics In-House Team

RECREATION AND LEISURE (Sponsored by Franklin Web)

CHILDREN'S TOYS

- ▶ Kmart – 'Say No to Boredom' Produced by Kmart In-House Team
- ▶ Myer – 'The Big Toy Sale' Produced by Clemenger BBDO
- ▶ Myer – 'The New Toys in Town' Produced by Clemenger BBDO
- ▶ Target – 'The Greatest Toy Sale On Earth' Produced by Target In-House Team

SPORTS AND FITNESS

- ▶ ALDI – '2015 ALDI Ski Gear' Produced by BMF
- ▶ Kmart – 'Ready, Set, Reflect' Produced by Kmart In-House Team
- ▶ Rebel Sport – 'New Years Resolution Catalogue' Produced by Generic Publications
- ▶ Target – 'Get Active' Produced by Target In-House Team

CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

- ▶ Anaconda – 'Anaconda Adventure Club - Back to School' Produced by Anaconda In-House Team
- ▶ BCF – 'Make Summer Perfect' Produced by Red Jelly
- ▶ Domayne – 'Taste of Summer' Produced by GP Advertising
- ▶ Harvey Norman – 'Outdoor 2015' Produced by GP Advertising
- ▶ Myer – 'The Travel Handbook' Produced by Clemenger BBDO

B2C (Sponsored by Franklin Web)

TELECOMMUNICATIONS

- ▶ Optus – 'New Phone Trade Up'
Produced by With Collective
- ▶ Optus – 'Yes to Giving Great Gifts' Produced by With Collective
- ▶ Telstra – 'Let's Connect Christmas Joy'
Produced by Paragon Design Group
- ▶ Telstra – 'Let's Work - Do Your Thing'
Produced by Wellcom Worldwide

REAL ESTATE & PROPERTY

- ▶ Dyldam – 'Fleur De Lys' Produced by Our Agency
- ▶ Frasers Property Australia – 'Tailor's Walk' Produced by Hoyne
- ▶ Mirvac & VIP – 'Woodlea' Produced by Hoyne
- ▶ Revel Development Group – 'Reflections North Melbourne'
Produced by Tomorrow Agency
- ▶ Stable Group – 'The Burcham' Produced by HMSP Print Group

AUTOMOTIVE VEHICLES AND PARTS

- ▶ ARB Corporation – 'ARB 4x4 Accessories'
Produced by Vanzella Graphic Design
- ▶ Kioti Tractors – 'The Complete Farming Solution'
Produced by Kioti Tractors In-House Team
- ▶ Repco – 'Top Performance Savings'
Produced by Wellcom Worldwide
- ▶ Supercheap Auto – 'Toys for Grown Ups'
Produced by General Store

TOURISM, EDUCATION AND GOVERNMENT

- ▶ Carnival Australia – 'Cunard' Produced by Enterprise Market
- ▶ Club Med Australia & New Zealand – 'Club Med Resorts – Happiness' Produced by Convert Advertising
- ▶ P&O Cruises – '2016 Brochure' Produced by Bashful
- ▶ St Michael's Grammar School – 'Mnews - Celebrating 120 Years of Learning' Produced by Is Advertising

OFFICE SUPPLIES

- ▶ Harvey Norman – 'Connecting You With The Latest Technology'
Produced by GP Advertising
- ▶ Harvey Norman New Zealand – 'Lenovo' Produced by GP Advertising
- ▶ Krost Business Furniture – 'Krost Business Furniture 2016 Catalogue' Produced by Krost In-House Team
- ▶ Officeworks – 'Australia's Lowest Prices'
Produced by AJF Partnership

MEGALOGUES

- ▶ Myer – 'Emporium Christmas 2015' Produced by Bauer Works
- ▶ Myer – 'The Season of No Regrets - Autumn 2016'
Produced by Clemenger BBDO
- ▶ QCC – 'Inside Buying Guide' Produced by Stimulus
- ▶ Senton Australia – 'Feb-July Source Book'
Produced by Senton In-House Team

RETAILERS (Sponsored by Salmat)

SUPERMARKETS

- ▶ ALDI – ‘Young Hearts by Collette Dinnigan’ Produced by BMF
- ▶ Coles– ‘Christmas’ Produced by Coles In-House Team
- ▶ Ritchies Fine Food & Wine Mt Eliza – ‘A Christmas Collection’ Produced by Media Projects and CreativeArtroom
- ▶ Woolworths Supermarkets – ‘Woolworths Crows Nest The Fresh Food People’ Produced by Wellcom Worldwide
- ▶ Woolworths Supermarkets – ‘Woolworths Rewards’ Produced by Leo Burnett

LIQUOR

- ▶ Dan Murphy's – ‘Dan Murphy's Buyer's Guide - Winter 2015’ Produced by Hardie Grant
- ▶ First Choice Liquor – ‘Summer 2015 Catalogue’ Produced by Coles In-House Studio
- ▶ Parafield Airport Liquor Store – ‘P.A.L.S. Seasonal Liquor Guide August/September 2015’ Produced by P.A.L.S In-House Team
- ▶ Vintage Cellars – ‘The Hands that Shape the Drinks’ Produced by AJF Partnership

CHAIN/DEPARTMENT STORES

- ▶ Big W – ‘Mother's Day’ Produced by Big W In-House Team
- ▶ David Jones – ‘Christmas Book 2015’ Produced by Whybin\TBWA & Maud
- ▶ Kmart – ‘Live it. Breathe it. Move it.’ Produced by Kmart In-House Team
- ▶ Myer– ‘Dad's Day Gift Guide’ Produced by Clemenger BBDO Team

SPECIALTY RETAILERS - JEWELLERY, BOOKS, FABRICS, EYEWEAR, FOOD/CUISINE

- ▶ Baby Village – ‘Baby Village 2015/16 Catalogue’ Produced by Tribe Advertising
- ▶ Jan Logan – ‘Natasha 2016’ Produced by Jan Logan In-House Team
- ▶ MG Trading – ‘June-July 2015 Blue Tag Sale’ Produced by Is Advertising
- ▶ NIOA – ‘Hot Products’ Produced by NIOA In-House Team

SHOPPING CENTRES

- ▶ Canberra Centre Shopping Centre (QIC) – ‘Canberra Centre AW16’ Produced by Plump and Spry
- ▶ Canberra Centre Shopping Centre (QIC) – ‘Canberra Centre Christmas 2015’ Produced by Plump and Spry
- ▶ Grand Central Shopping Centre (QIC) – ‘Grand Central AW16’ Produced by Plump and Spry
- ▶ IPOH Property Pty Ltd - Queen Victoria Building – ‘QVB ICON Celebrate Christmas 2015 Gift Edition’ Produced by Studio Woo

ONLINE RETAILERS

- ▶ Angus Barrett Saddlery & Leather Goods – ‘Angus Barrett Catalogue 3rd Edition’ Produced by Angus Barrett In-House Team
- ▶ hardtofind. – ‘Mother's Day’ Produced by hardtofind. In-House Team
- ▶ Optus – ‘Killing the Competition’ Produced by With Collective
- ▶ Optus – ‘Two Months Access Free On Us’ Produced by With Collective

RETAILERS (Sponsored by Salmat) (Continued)

MAGALOGUES

- ▶ Canberra Centre Shopping Centre (QIC) – 'Canberra Centre AW16' Produced by Plump and Spry
- ▶ Dan Murphy's – 'Cocktail Discovery Guide 2015' Produced by Hardie Grant
- ▶ David Jones – 'AW16 Brand Book Two' Produced by Whybin\TBWA & Maud
- ▶ First Choice Liquor – 'In the Mix Guide' Produced by Produced by Coles In-House Studio
- ▶ Kathmandu – 'The Summit' Produced by Kathmandu In-House Team

CAMPAIGN SERIES/THEMED CAMPAIGN

- ▶ ALDI – '2015 ALDI Christmas' Produced by BMF
- ▶ Club Med Australia & New Zealand – 'Happiness Campaign' Produced by Convert Advertising
- ▶ Dan Murphy's – 'Dan Murphy's Buyer's Guides' Produced by Hardie Grant
- ▶ Officeworks – 'Creativity' Produced by AJF Partnership
- ▶ Telstra – 'Telstra Consumer Summer Fun 2015' Produced by Paragon Design Group

SUSTAINABILITY (Sponsored by UPM Kymmene)

PROMOTING CHARITIES, NOT-FOR-PROFIT, AWARENESS CAMPAIGNS AND PUBLIC INFORMATION

- ▶ Lush Fresh Handmade Cosmetics – ‘Fresh Thinking’ Produced by Lush In-House Team
- ▶ Malthouse Theatre – ‘Think Again - 2016 Season Guide’ Produced by Hours After
- ▶ Noosa Shopping Centre (QIC) – ‘Christmas 2015’ Produced by Plump and Spry
- ▶ Salvation Army Eastern Territory – ‘Wished’ Produced by Robe John & Associates

DIGITAL

TECHNOLOGY ON PAPER – EFFECTIVENESS

- ▶ Dan Murphy's – ‘Dan Murphy's Buyer's Guide - Christmas 2015’ Produced by Hardie Grant
- ▶ Dan Murphy's – ‘Dan Murphy's Buyer's Guide - Cooling Cocktails 2016’ Produced by Hardie Grant
- ▶ Dan Murphy's – ‘Unbeatable Catalogue - March 2016’ Produced by Red Jelly
- ▶ Myer – ‘Myer Christmas’ Produced by Clemenger BBDO

MULTI-CHANNEL CAMPAIGN

- ▶ Dan Murphy's – ‘Dan Murphy's Buyer's Guide - Local Heroes 2016’ Produced by Hardie Grant
- ▶ Coles – ‘Christmas Campaign’ Produced by Coles In-House Studio
- ▶ David Jones – ‘SS15 Brand Book One’ Produced by Whybin\TBWA & Maud
- ▶ Myer – ‘Myer Christmas’ Produced by Clemenger BBDO

EXCELLENCE IN CRAFT

(Sponsored by DIC Australia)

CREATIVE DESIGN AND EXECUTION

- ▶ Club Med Australia & New Zealand –
'Happiness Campaign' Produced by Convert Advertising
- ▶ David Jones – 'AW16 Careerwear'
Produced by Whybin\TBWA & Maud
- ▶ David Jones – 'SS15 Brand Book One'
Produced by Whybin TBWA & Maud
- ▶ Nutrimetics – 'The Catalogue 2016'
Produced by Nutrimetics In-House Team

BEST IN CLASS

- ▶ Angus Barrett Saddlery & Leather Goods –
'Angus Barrett Catalogue 3rd Edition'
Produced by Angus Barrett In-House Team
- ▶ Krost Business Furniture – 'Krost Business Furniture 2016
Catalogue' Produced by Krost In-House Team
- ▶ The Biscuit Factory Eastside – 'Urban' Produced by Our Agency
- ▶ Woolworths Supermarkets – 'Christmas Fresh'
Produced by Leo Burnett

MULTI-CHANNEL CAMPAIGN

- ▶ Coles – 'Christmas Campaign'
Produced by Coles In-House Studio
- ▶ Dan Murphy's – 'Dan Murphy's Buyer's Guide - Local Heroes
2016' Produced by Hardie Grant
- ▶ David Jones – 'SS15 Brand Book One'
Produced by Whybin\TBWA & Maud
- ▶ Myer – 'Myer Christmas' Produced by Clemenger BBDO

NEW ZEALAND

(Sponsored by Inkwise NZ, PMP NZ, Reachmedia and Webstar)

HOME

- ▶ Freedom New Zealand – 'Freedom Product Directory Winter Collection 2016' Produced by J&C 'We Know Retail'
- ▶ Mitre 10 – 'Mitre 10 Outdoor Furniture' Produced by Mitre 10 In-House Team
- ▶ The Warehouse – 'The Warehouse Home New Season' Produced by The Warehouse In-House Team
- ▶ Wallace Cotton – 'Wallace Cotton Autumn 2016' Produced by Wallace Cotton In-House Team

FASHION

- ▶ Farmers – 'Farmers Summer Collection' Produced by Farmers Trading Company
- ▶ Fine Jewellery – 'Fine Jewellery' Produced by Fine Jewellery In-House Team
- ▶ Kmart – 'Endless Summer' Produced by Kmart In-House Team
- ▶ WOW – 'Taking WOW to the World' Produced by WOW In-House Team

COSMETICS AND PHARMACY

- ▶ Clicks Pharmacy Group – 'Why Are You So Tired' Produced by Desuza Communications
- ▶ Estee Lauder – 'Estee Lauder Christmas 2015' Produced by Estee Lauder In-House Team
- ▶ Nutrimetics – 'Christmas 2015 Brochure' Produced by Nutrimetics In-House
- ▶ Nutrimetics – 'The Catalogue 2016' Produced by Nutrimetics In-House Team

RECREATION AND LEISURE

- ▶ Freedom New Zealand – 'Freedom Outdoor Collection 2015' Produced by J&C 'We Know Retail'
- ▶ Kathmandu – 'Trek & Travel' Produced by Kathmandu In-House Team
- ▶ Macpac – 'Winter 2016' Produced by Macpac In-House Team
- ▶ Torpedo 7 – 'Gear up for Winter Sale' Produced by Torpedo 7 In-House Team

B2C

- ▶ ARB Corporation – 'ARB 4x4 Accessories' Produced by Vanzella Graphic Design
- ▶ Harvey Norman New Zealand – 'Lenovo' Produced by GP Advertising
- ▶ Newmarket Business Association – 'Newmarket' Produced by Newmarket Business Association In-House Team
- ▶ Travel Associates – 'Inspirations Summer 2016' Produced by The Creative Studio

RETAILERS

- ▶ James Pascoe Ltd. – 'Whitcoulls Recommends' Produced by James Pascoe Ltd. In-House Team
- ▶ Progressive – 'Countdown Week 38' Produced by Jamie Hodgetts
- ▶ The Warehouse – 'The Great Toy Sale' Produced by The Warehouse In-House Team
- ▶ Wallace Cotton – 'Wallace Cotton Autumn 16' Produced by Wallace Cotton In-House Team