

25th AUSTRALASIAN CATALOGUE AWARDS

THE 2016 AWARD WINNERS

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

WELCOME TO THE 25TH ANNUAL CATALOGUE AWARDS



Welcome to the Australasian 25th Catalogue Awards, an exciting milestone to celebrate a truly rich history of letterbox and catalogue marketing. The Association would like to thank each and every one of you that has contributed to twenty-five years of vibrant and effective catalogue design and production. The Awards are an electrifying time for the catalogue industry as we come together and celebrate our achievements within an industry that continues to perform and deliver strong results.

I am continuously humbled by the commitment of the industry stakeholders, not only for the Catalogue Awards but also for their support in the many projects the Association runs throughout the year. Having successfully launched into New Zealand, and with special thanks to the Board for their support, we are very excited to launch six (6) New Zealand Awards and look forward to working with New Zealand Retailers, to review future trends and/or synergies across both Australia and New Zealand. In an ever evolving industry, the traditional catalogue has been challenged and evolved through new creative, photography, paper, pagination, frequency, targeting and technologies, understanding our media channel is critical to this evolution.

Letterbox marketing remains firmly established as an effective sales tool and brand positioning piece that educates and engages consumers on current product range discounts and longer brand conversations. Content pieces have continued to strengthen and engage our consumer markets with editorials, how-to guides, styling tips, recipes and more dominating the past year.

The Awards have grown to their largest ever, showing a record number of entries which have been thoroughly dissected and scored by 57 judges, all experts in Letterbox marketing. In my fourth year, I would like to thank the Judges, Sponsors and Board Members who remain terrific ambassadors with their enthusiasm and support.

Congratulations to all the Entrants and the Finalists, it is no easy feat to make it to the final four (4) from hundreds of entrants, so very well done and of course to the Winners, congratulations. You have been judged the best of the best and you should feel a sense of achievement for the role you have played in one of the largest and most effective media channels in Australia and New Zealand.

Have had a wonderful and celebratory evening.

elle

Kellie Northwood Chief Executive Officer

FAST FACTS

1 CATALOGUES ARE NUMBER 1

Catalogues perform as the most useful media when making purchasing decisions, ranking 1st, 2nd or 3rd across 17 market segments. The strongest performers were Groceries (49%), Liquor (42%), Children's wear (40%), Toys (39%), Cosmetics & Toiletries (36%) and Clothing & Fashion (35%) all ranking number 1 over all other channels. (Roy Morgan, 2015).

2 PEOPLE LOVE THEIR CATALOGUES

One in four consumers keep catalogues, brochures or leaflets; 24% said they clearly remembered an offer advertised, more than double the recall of the average newspaper advertisement. (The Newspaperworks, 2015).

3 CATALOGUES DELIVER

58% of Australians who read a catalogue in the last 7 days have bought from a catalogue in the last seven days. (Roy Morgan, 2016).

4 CATALOGUES INCREASE BRAND AFFINITY

31% of consumers who viewed a catalogue said the content gave them fresh information about a brand while 11% said catalogues increased brand affinity by encouraging them to think positively about the advertiser. (The Newspaperworks, 2015).

5 PEOPLE READ THEIR PRINTED CATALOGUES

83% of Australians took the catalogues, flyers and brochures they received with normal addressed mail into the house. (Australia Post, 2015/16).

1



The ultimate publication paper range to support your brand

Galerie Lite, Brite and Fine Bulk have increased bulk and opacity which means more value through reduced paper and mailing costs or a bulkier feel for your catalogue or publication, all while ensuring a first class print result.

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sappi Galerie

MAJOR AWARDS

- P 4 / CATALOGUE RETAILER OF THE YEAR UP TO 1.5 MILLION CATALOGUES
- P 5 / CATALOGUE RETAILER OF THE YEAR UP TO 3.5 MILLION CATALOGUES
- P 7 / CATALOGUE RETAILER OF THE YEAR UP TO 3.5 MILLION CATALOGUES
- P 9 / JUDGE'S CHOICE
- P 13 / BEST YOUNG DESIGNER
- P 15 / BEST YOUNG TALENT
- P 17 / AGENCY OF THE YEAR

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AWARD CATEGORY CATALOGUE RETAILER OF THE YEAR

Distribution up to 1.5 million catalogues



2016 WINNER

MYER Produced by Clemenger BBDO





CHEMMART Produced by Chemmart In-House Team



DAVID JONES Produced by Whybin\TBWA & Maud



NUTRIMETICS Produced by Nutrimetics In-House Team



AWARD CATEGORY CATALOGUE RETAILER OF THE YEAR

Distribution up to 3.5 million catalogues



2016 WINNER

HARVEY NORMAN GROUP Produced by GP Advertising

OTHER FINALISTS



ANACONDA Produced by Anaconda In-House Team



HARRIS SCARFE Produced by J Walter Thompson Melbourne



TELSTRA Produced by Paragon Design Group and Wellcom Worldwide

5



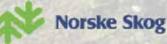
LIGHT WEIGHT COATED

Norske Skog is Australia's only local manufacturer of publication papers for use in the printing of newspapers, magazines and catalogues.

We have invested heavily in our future by converting a paper machine at our Boyer Mill in Tasmania to produce a coated mechanical paper (Light Weight Coated). Now available, LWC will extend our already broad range of papers and offer publishers and printers access to a world class coated paper from a local source.

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> > VANTAGE (LWC)





AWARD CATEGORY CATALOGUE RETAILER OF THE YEAR

Distribution over 3.5 million catalogues



2016 WINNER

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



Using Australia Post for your letterbox advertising delivers results



Reach

Australia Post can give you access to up to 11.3 million letterboxes for community notices* or up to 8.6 million letterboxes for other advertising.*

This includes:

- Metro, regional and rural addresses
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- Post Office Boxes.

Cut-through

83% of people take the catalogues, flyers and brochures they receive with their normal addressed mail into their house.[#]

Reliability

Delivery via our trusted network means your catalogues are being delivered as specified.

Find out more by calling 1300 223 571 or visiting auspost.com.au/letterbox-advertising

* Australia Post has access to 11.3 million delivery points nationally - including 2.7 million delivery points that bear the message "No advertising material" or similar words. These additional 2.7 million delivery points can only be accessed for community notices, where delivery is accepted by law. For addresses that accept advertising, Australia Post can provide access to 8.6 million letterboxes. # Better Connections: How letterbox advertising engages and drives purchasing behaviour, Australia Post, October 2014.

We're proud to be part of the Australasian Catalogue Awards and would like to congratulate finalists.

MAJOR AWARDS

AWARD CATEGORY



2016 WINNER

PETER ALEXANDER 'Mother's Day' Produced by Paper Stone Scissors



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

INTRODUCING THE JUDGES







































































- ADRIAN O'CONNOR / HANNANPRINT
- AMY BAIRD / FRANKLIN WEB
- **AMY WHATMORE / FRANKLIN WEB**
- ANDREW GASPAR / IPMG
- **ANNIE PRICE / J WALTER THOMPSON**
- ANTHONY DENMAN / OUR AGENCY
- AYSHA CINCOTTA / MYER
- **BELINDA YOUNG / DAVID JONES** CHELSEA HINCHLIFFE / DAN MURPHY'S
- CHRISTOPHER BOND / COLES
- CLINTON BRILLEY / J&C ADVERTISING DAMIAN LUCAS / TOTAL TOOLS
- DANIELA TONKS / FANTASTIC FURNITURE
- DANIELLE REYNOLDS / BMF
- **ELLIE MINTY / COLES**
- **GREG RADFORD / REACHMEDIA**
- JAMES HAYLEY / SALMAT
- JANIS DE BOOY / ADAIRS
- JENNY CALCOTT / WHYBIN\TBWA & MAUD
- JENNY GULLIVER / FREEDOM
- JULES CALNAN / OGILVY JUSTINE BRIDGLAND / RED JELLY
- **KIM SCHOFIELD / PMP NZ**
- **KRISTINA JOLLY / COUNTRY ROAD** KURT SORENSON / HANNANPRINT
- **KYLIE WARNKE / ALDI**
- LARS WEISENBERGER / TOMORROW AGENCY
- LEE WORSLEY / NUTRIMETICS
- LISA HAY / PUMPT
- MARIA CANNISTRA / CLEMENGER BBDO
- MATT TOVEY / KMART
- MICK GUERIN / SPOTLIGHT RETAIL GROUP
- **MONIKA PARATORE / NUTRIMETICS**
- MONIQUE LOCKINGTON / PMP LIMITED
- NATALIE ADIN / KMART
- NATASHA RITZ / LUSH
- NICK MCGOVERN / SIERRA DELTA
- NUNZIO MIANO / TARGET
- PAUL MANSFIELD / PLUMP & SPRY
- PHIL SHAW / IS ADVERTISING
- RACHEL TOWNSEND / BEYOND THE SQUARE WINDOW
- **RHMAN YMER / CREATIVEARTROOM**
- SARAH WEST / MYER
- SEAN BOSCO / UPM KYMMENE
- SHARON LITTLE / AJF PARTNERSHIP
- STEFANO TEGHINI / OFFSET ALPINE PRINTING
- **STEPHEN HOWELL / NORSKE SKOG**
- STEPHEN MOTTRAM / THE FAITH AGENCY
- **STEVE GALLOP / INKWISE**
- STEVE PELLETIER / BONNEVILLE MEDIA
- **STEVEN MAKIN / LITHOCRAFT**
- STUART SHEPHERD / REDHANDED
- SUE WATSON / FRANKLIN WEB
- TAMLIN WATSON / MYER
- **TREVOR HOWARD / WEBSTAR** TOM GROGAN / OFFSET ALPINE PRINTING
- **TYRONE O'NEILL / OFFSET ALPINE PRINTING**















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MAJOR AWARDS

AWARD CATEGORY BEST YOUNG DESIGNER



2016 WINNER

ANTHONY CHRISTIE

"Anthony's honest and open-minded approach to every project he approaches has earned him respect not only among his peers but also with the wider Marketing team as well as the merchandise departments."

NICOLE HAYES, CREATIVE DESIGN MANAGER, KMART



ALESHA ROWE Choices Flooring



CASS MACKENZIE Tomorrow Agency



KATE COCHRANE ^{Kmart}

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MAJOR AWARDS

AWARD CATEGORY BEST YOUNG TALENT



2016 WINNER YEN HOANG MYER

"Yen has achieved success in building stakeholder relationships and has this natural capacity to influence change to lead them into success, resulting in strong sales in her categories."

NATALIE WARREN-SMITH, GENERAL MANAGER MARKETING STRATEGY & COMMUNICATIONS, MYER



JANE SARGOOD Coles



LUCY PRICE Kmart



SAMANTHA SMITH Woolworths

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AWARD CATEGORY AGENCY OF THE YEAR



2016 WINNER CLEMENGER BBDO





OTHER FINALISTS



AJF PARTNERSHIP



GP ADVERTISING



WHYBIN\TBWA & MAUD

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- P 20 / KITCHENWARE AND HOME INTERIORS
- P 21 / FURNITURE, BEDDING AND MANCHESTER
- P 22 / WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT
- P 23 / HOME IMPROVEMENT
- P 24 / HOME REPAIRS AND HARDWARE

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HOME

AWARD CATEGORY KITCHENWARE AND HOME INTERIORS



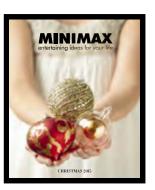
2016 WINNER

'BAILEY' '**BAILEY**'

CLIENT / Bailey AGENCY / Hoyne TEAM LEADER / Andrew Hoyne CREATIVE DIRECTOR / Dan Johnson ACCOUNT DIRECTOR / Danielle Caruso DESIGNER / Nichole Trionfi COPYWRITER / Jacquie Byron STYLIST / Kirsten Bailey and Dan Johnson PHOTOGRAPHER/ ILLUSTRATOR / Lynton Crabb PRODUCTION MANAGER / Richard Hollins PRE-PRESS / Bambra Press PRINTER / Bambra Press DISTRIBUTION / Bailey



GENERAL TRADER 'Clearance Sale' Produced by The Faith Agency



MINIMAX 'Christmas 2015' Produced by The Faith Agency



MYER 'EAT' Produced by Clemenger BBDO



AWARD CATEGORY FURNITURE, BEDDING AND MANCHESTER



2016 WINNER

DAVID JONES 'SS15 BRAND BOOK TWO'

CLIENT / David Jones AGENCY / Whybin\TBWA & Maud TEAM LEADER / Amy Flanagan CREATIVE DIRECTOR / Toby Norris ACCOUNT DIRECTOR / Gemma Glanville DESIGNER / Keenan Motto, Peta Ferago and Sam Curcio COPYWRITER / Anni Hall STYLIST / Nicole Bonython-Hines, Kate Moon, Jenni Booth and Alexandra Gordon PHOTOGRAPHER/ ILLUSTRATOR / Nicole Bentley, Studio Mondo and Derek Salwell **PRODUCTION MANAGER** / Jenny Calcott, Vanessa Hawke and Warrick Nicholson PRE-PRESS / Wellcom Worldwide PRINTER / IPMG DISTRIBUTION / Salmat QUANTITY PRODUCED / 500,000 STOCK / Cover: 200gsm Offset - Matt Acqueous outside. Text: 100gsm Satin



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

HOME

AWARD CATEGORY WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT



2016 WINNER

MYER 'THE SMART GUIDE TO TECHNOLOGY'

CLIENT / Myer AGENCY / Clemenger BBDO TEAM LEADER / Natalie Warren-Smith and Rochelle De Konning CREATIVE DIRECTOR / Carolyn Mackintosh ACCOUNT DIRECTOR / Grant Oorloff DESIGNER / Brianna O'Neil STYLIST / Karen Evans PHOTOGRAPHER/ ILLUSTRATOR / James Greer PRODUCTION MANAGER / Tamara Jacksone PRE-PRESS / Clemenger BBDO PRINTER / IPMG DISTRIBUTION / Australia Post QUANTITY PRODUCED / 250,000 STOCK / 90gsm Offset

OTHER FINALISTS



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



RADIO RENTALS 'Rent & Keep It' Produced by J Walter Thompson



AWARD CATEGORY HOME IMPROVEMENT



2016 WINNER

MASTERS 'PENRITH STORE OPENING'

CLIENT / Masters AGENCY / Elevencom and JRC TEAM LEADER / Brent Allan and Lara Galvin CREATIVE DIRECTOR / Ryan Fallowfield and Jono McCauley ACCOUNT DIRECTOR / John McLachlan PHOTOGRAPHER/ ILLUSTRATOR / Mike Kennedy PRODUCTION MANAGER / Chris Vallejo PRINTER / PMP Limited DISTRIBUTION / Salmat QUANTITY PRODUCED / 65,459 STOCK / 80gsm



BEACON LIGHTING 'LED Catalogue 2016' Produced by Beacon Lighting In-House Team



BURDENS BATHROOMS 'Bathroom Inspiration' Produced by Bruni Dunn Creative



PLANTS PLUS 'We Know Spring Gardening' Produced by Is Advertising



AWARD CATEGORY HOME REPAIRS AND HARDWARE



2016 WINNER

HOME TIMBER & HARDWARE 'LIVING OUTDOORS'

CLIENT / Home Timber & Hardware AGENCY / Is advertising TEAM LEADER / Stephen Ingham CREATIVE DIRECTOR / Philip Shaw ACCOUNT DIRECTOR / Stephen Ingham DESIGNER / Colleen Kelly COPYWRITER / Stephen Ingham STYLIST / Wendy Bannister PHOTOGRAPHER/ ILLUSTRATOR / Patrick McGrath PRODUCTION MANAGER / Douglas Considine PRE-PRESS / Franklin Prepress PRINTER / Franklin Web DISTRIBUTION / Various QUANTITY PRODUCED / 890,000 STOCK / 75gsm Franklin Brite



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



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FASHION

- P 28 / WOMEN & MEN'S APPAREL
- P 30 / CHILDREN'S APPAREL
- P 31 / GENERAL SHOES, SWIMWEAR, MIXED APPAREL

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AWARD CATEGORY WOMEN & MEN'S APPAREL



2016 WINNER

DAVID JONES 'AW16 BRAND BOOK ONE'

CLIENT / David Jones AGENCY / Whybin\TBWA & Maud TEAM LEADER / Amy Flanagan CREATIVE DIRECTOR / Toby Norris ACCOUNT DIRECTOR / Colleen Scerri DESIGNER / Pete Citroni, Sam Curcio, Jasmine Holm, Sam Turner and Roze Hooij COPYWRITER / Anni Hall

STYLIST / Cat Scardino, Dale McKie, Helen Turner, Jenni Booth, Kirsten Bookalil, Monique Moynihan and Sheridan Davey

PHOTOGRAPHER/ILLUSTRATOR / Beau Grealy, Georges Antoni, Jake Terrey, Studio Mondo and Derek Salawell

PRODUCTION MANAGER / Jenny Calcott, Vanessa Istomin, Vanessa Hawke and Warrick Nicholson PRE-PRESS / Wellcom Worldwide PRINTER / IPMG DISTRIBUTION / Salmat QUANTITY PRODUCED / 500,000 STOCK / Cover: 200gsm Offset

with Matt Acqueous outside Text: 100gsm Satin Text

OTHER FINALISTS



COUNTRY ROAD 'Country Road Summer 2015' Produced by Y-M-D (Previously named Between Two)



MYER 'Spring Summer 16 Season Launch' Produced by Clemenger BBDO



PETER ALEXANDER 'Peter Alexander' Produced by Paper Stone Scissors

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FASHION

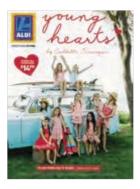
AWARD CATEGORY CHILDREN'S APPAREL



2016 WINNER

MYER 'KIDS BOOK'

CLIENT / Myer AGENCY / Clemenger BBDO TEAM LEADER / Natalie Warren-Smith and Victoria Webb CREATIVE DIRECTOR / Carolyn Mackintosh ACCOUNT DIRECTOR / Natalie Nissen DESIGNER / Jennie McConnell and Masa Sato STYLIST / Christine Pegg PHOTOGRAPHER/ ILLUSTRATOR / Alexandrena Parker PRODUCTION MANAGER / Tamara Jackson PRE-PRESS / Clemenger BBDO PRINTER / IPMG DISTRIBUTION / Australia Post QUANTITY PRODUCED / 250,000 STOCK / 80gsm Offset



ALDI 'Young Hearts by Collette Dinnigan' Produced by BMF



BEST & LESS **'Baby Week'** Produced by Best & Less In-House Team



TARGET 'New Spring Must Haves' Produced by Target In-House Team



AWARD CATEGORY GENERAL - SHOES, SWIMWEAR, MIXED APPAREL



2016 WINNER

KMART 'ENDLESS SUMMER'

CLIENT / Kmart AGENCY / Kmart In-House Team **TEAM LEADER** / Sarah Bragg CREATIVE DIRECTOR / Nicole Hayes ACCOUNT DIRECTOR / Matt Tovey DESIGNER / Anthony Christie COPYWRITER / BWM STYLIST / Wellcom Worldwide PHOTOGRAPHER/ ILLUSTRATOR / Wellcom Worldwide PRODUCTION MANAGER / Christopher Watson PRE-PRESS / In-House PRINTER / Franklin Web DISTRIBUTION / PMP Limited QUANTITY PRODUCED / 5,300,000 STOCK / 51gsm Super Calendar



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

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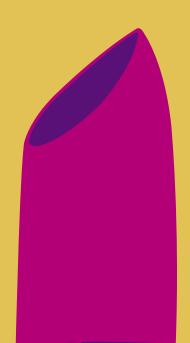
aiw.com.au

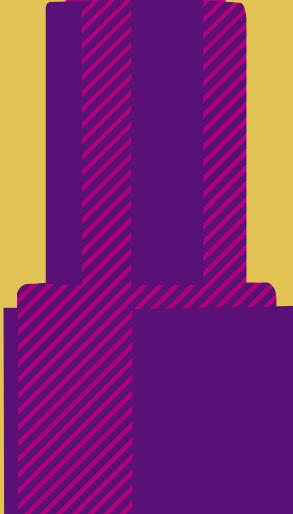
COSMETICS & PHARMACY

- P 34 / COSMETICS
- P 35 / GENERAL PHARMACY
- P 36 / HEALTH AND WELLBEING
- P 37 / SKINCARE AND MISCELLANEOUS

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COSMETICS & PHARMACY

AWARD CATEGORY



2016 WINNER

LUSH FRESH HANDMADE COSMETICS 'FRESH THINKING'

CLIENT / Lush Fresh Handmade Cosmetics AGENCY / Lush In-House Team TEAM LEADER / Natasha Ritz CREATIVE DIRECTOR / Brooke Austin PHOTOGRAPHER/ ILLUSTRATOR / Richard Skins PRODUCTION MANAGER / Rachel King PRE-PRESS / Stephen Hannan PRINTER / IPMG DISTRIBUTION / Lush Fresh Handmade Cosmetics QUANTITY PRODUCED / 100,000 STOCK / Chain of Custody PEFC Certified stock



ESTÉE LAUDER 'Estée Lauder Christmas 2015' Produced by Estee Lauder 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



AWARD CATEGORY GENERAL PHARMACY



2016 WINNER

AMCAL 'THE AMCAL INSIDE GUIDE'

CLIENT / Amcal AGENCY / Optimo Designs TEAM LEADER / Chelsea Parkinson CREATIVE DIRECTOR / Nic McGuire ACCOUNT DIRECTOR / Brittany Broome DESIGNER / Stephanie Fenech COPYWRITER / Corrina Brazel STYLIST / Stephanie Fenech PRODUCTION MANAGER / Anita Carlisle PRINTER / AIW Printing DISTRIBUTION / Salmat QUANTITY PRODUCED / 1,601,704 STOCK / 65gsm Vantage LWC



CHEMMART 'Back to School' Produced by Chemmart In-House Studio



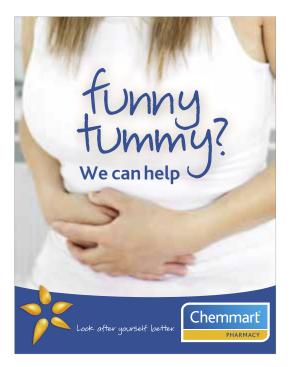
HOMYPED 'Spring Summer 2015' Produced by The Faith Agency



PRICELINE PHARMACY 'Mission Health 1' Produced by Ogilvy

COSMETICS & PHARMACY

AWARD CATEGORY HEALTH AND WELLBEING



2016 WINNER

CHEMMART 'FUNNY TUMMY'

CLIENT / Chemmart AGENCY / Chemmart In-House Team TEAM LEADER / Darren Gunton CREATIVE DIRECTOR / Mary DiCarlo ACCOUNT DIRECTOR / Mary DiCarlo DESIGNER / Mary DiCarlo COPYWRITER / Health Logix PRODUCTION MANAGER / Mary DiCarlo PRE-PRESS / Franklin Web PRINTER / Franklin Web DISTRIBUTION / Salmat QUANTITY PRODUCED / 1,200,000 STOCK / 65gsm Brite



CHEMIST WAREHOUSE 'March Catalogue' Produced by Chemist Warehouse In-House Team



HAIRHOUSE WAREHOUSE 'Hairhouse Warehouse Gift's She'll Love' Produced by Hairhouse 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



AWARD CATEGORY SKIN CARE AND MISCELLANEOUS



2016 WINNER

NUTRIMETICS 'CHRISTMAS 2015 BROCHURE'

CLIENT / Nutrimetics AGENCY / Nutrimetics In-House Team TEAM LEADER / Rochelle Mercado CREATIVE DIRECTOR / Lee Worsley DESIGNER / Lee Worsleyi COPYWRITER / Bianca Mauceri STYLIST / Sheridan Davey PHOTOGRAPHER/ ILLUSTRATOR / Edward Urrutia and Steven Chee PRODUCTION MANAGER / Monika Paratore PRE-PRESS / IPMG PRINTER / IPMG QUANTITY PRODUCED / 139,000 STOCK / 81gsm Gloss



COLES **'Beauty & Body'** Produced by Coles In-House Studio

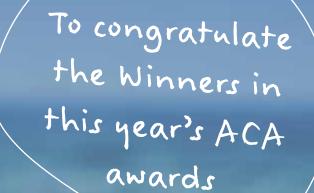


ESTEE LAUDER **'Estee Lauder Christmas 2015'** Produced by Estee Lauder In-House Team



KEUNE '2016 Academy Catalogue' Produced by Zedpin

AMAZING CATALOGUES | franklin



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RECREATION & LEISURE

- P 40 / CHILDREN'S TOYS
- P 41 / SPORTS AND FITNESS
- P 42 / CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

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RECREATION AND LEISURE

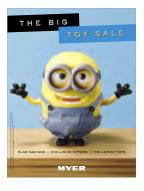
AWARD CATEGORY CHILDREN'S TOYS



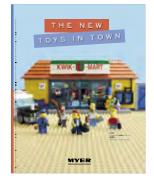
2016 WINNER

KMART 'SAY NO TO BOREDOM'

CLIENT / Kmart AGENCY / Kmart In-House Team TEAM LEADER / Louisa Vaughan CREATIVE DIRECTOR / Nicole Hayes ACCOUNT DIRECTOR / Natalie Adin DESIGNER / David Hourigan COPYWRITER / BWM STYLIST / Wellcom Worldwide PHOTOGRAPHER/ ILLUSTRATOR / Wellcom Worldwide PRODUCTION MANAGER / Christopher Watson PRE-PRESS / Kmart In-House Team PRINTER / Franklin Web DISTRIBUTION / PMP Limited QUANTITY PRODUCED / 5,300,000 **STOCK** / 51gsm Super Calendar



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



AWARD CATEGORY SPORTS AND FITNESS



2016 WINNER TARGET 'GET ACTIVE'

CLIENT / Target AGENCY / Target In-House Team TEAM LEADER / Nunzio Miano CREATIVE DIRECTOR / Nunzio Miano DESIGNER / Karly Morrison STYLIST / Wellcom Worldwide PHOTOGRAPHER/ ILLUSTRATOR / Wellcom Worldwide PRODUCTION MANAGER / Dylan Weaver PRE-PRESS / Franklin Web PRINTER / Franklin Web DISTRIBUTION / PMP Limited QUANTITY PRODUCED / 5,634,610 STOCK / 51gsm LWC Gloss



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 Rebel In-House Team

RECREATION AND LEISURE

AWARD CATEGORY CAMPING, OUTDOOR GOODS AND MISCELLANEOUS



2016 WINNER

DOMAYNE 'TASTE OF SUMMER'

CLIENT / Domayne AGENCY / GP Advertising TEAM LEADER / Alice Buller CREATIVE DIRECTOR / Melody Ziri ACCOUNT DIRECTOR / Paula Bartlett DESIGNER / Alice Buller COPYWRITER / Domayne In-House Team STYLIST / Allison Muller PHOTOGRAPHER/ ILLUSTRATOR / Studio 9 PRODUCTION MANAGER / Alice Buller PRINTER / Access Print Solutions DISTRIBUTION / In Store STOCK / 300gsm Sovereign Offset

OTHER FINALISTS



ANACONDA **'Anaconda Adventure Club - Back to School'** Produced by Anaconda In-House Team



BCF 'Make Summer Perfect' Produced by Red Jelly



HARVEY NORMAN 'Outdoor 2015' Produced by GP Advertising



MYER **'The Travel Handbook'** Produced by Clemenger BBDO



ACRS CORPORATE PARTNERSHIP PROGRAM 2016

The Australian Consumer, Retail and Services (ACRS) research unit's corporate partnership program strives to develop deep and enduring engagement with industry partners. The program is infused with insight and offers a range of exclusive benefits, including thought-leadership publications, research reports, presentations, and networking events.

Publications and Interactive Content

Partners have access to a range of content aimed at better understanding consumers, global trends, best-practice, and examples of how research-led marketing is a source of competitive advantage. Gold and Platinum partners can also submit customised questions into the ACRS quarterly omnibus survey of Australian consumers.

Events and Presentations

Partners receive complimentary tickets to a series of retail and services focused research seminars, presentations and networking events in Melbourne and Sydney, as well as highlight reports and video recordings. Gold and Platinum partners also receive an in-company presentation by leading researchers that can be tailored to suit a range of topics, formats and organisational contexts.

Industry-Academic Engagement

Exciting opportunities exist for partners to engage and collaborate with leading academics and high achieving students in the Department of Marketing and Monash Business School. Our academic expertise spans advanced research design, data collection methods and facilities, and data analysis (e.g. choice modeling, segmentation, econometric modeling), as well as qualitative methods (e.g. focus groups), all of which can be commissioned by partners and applied to commercial projects.

ACRS

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- P 48 / TELECOMMUNICATIONS
- P 49 / REAL ESTATE AND PROPERTY
- P 50 / AUTOMOTIVE VEHICLES AND PARTS
- P 51 / TOURISM, EDUCATION AND GOVERNMENT
- P 52 / OFFICE SUPPLIES
- P 53 / MEGALOGUES

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AWARD CATEGORY TELECOMMUNICATIONS



2016 WINNER

TELSTRA 'LET'S CONNECT - CHRISTMAS JOY'

CLIENT / Telstra AGENCY / Paragon Design Group TEAM LEADER / Carissa Simpson CREATIVE DIRECTOR / Gerald Fox ACCOUNT DIRECTOR / Imogen Arnold DESIGNER / Rick Seomoon COPYWRITER / Matt Stone PHOTOGRAPHER/ ILLUSTRATOR / John Podaras PRE-PRESS / Franklin Web PRINTER / Franklin Web DISTRIBUTION / Salmat QUANTITY PRODUCED / 3,500,000 STOCK / 80gsm Gloss Art



OPTUS **'New Phone Trade Up'** Produced by With Collective



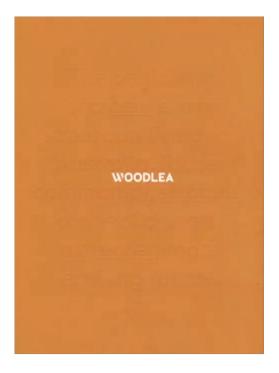
OPTUS **'Yes to Giving Great Gifts'** Produced by With Collective



TELSTRA **'Let's Work - Do Your Thing'** Produced by Wellcom Worldwide



AWARD CATEGORY REAL ESTATE AND PROPERTY



2016 WINNER

MIRVAC & VIP 'WOODLEA'

CLIENT / Mirvac & VIP AGENCY / Hoyne TEAM LEADER / Andrew Hoyne CREATIVE DIRECTOR / Dan Johnson ACCOUNT DIRECTOR / Danielle Caruso DESIGNER / Ziggy Huang COPYWRITER / Jacquie Byron PHOTOGRAPHER/ ILLUSTRATOR / Lynton Crabb PRODUCTION MANAGER / Richard Hollins PRE-PRESS / Bambra Press PRINTER / Bambra Press DISTRIBUTION / Mirvac & VIP QUANTITY PRODUCED / 3,000 STOCK / Woodlea

OTHER FINALISTS



DYLDAM **'Fleur De Lys'** Produced by Our Agency



FRASERS PROPERTY AUSTRALIA 'Tailor's Walk' Produced by Hoyne



REVEL DEVELOPMENT GROUP 'Reflections North

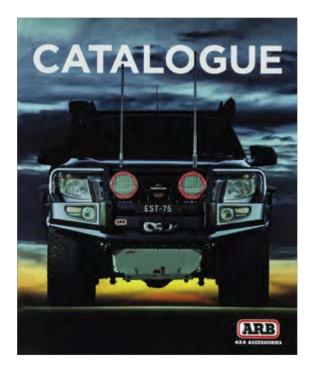
Melbourne' Produced by Tomorrow Agency



STABLE GROUP 'The Burcham' Produced by HMSP Print Group



AWARD CATEGORY AUTOMOTIVE VEHICLES AND PARTS



2016 WINNER

ARB CORPORATION 'ARB 4X4 ACCESSORIES'

CLIENT / ARB Corporation AGENCY / Vanzella Graphic Design TEAM LEADER / Paul Vanzella CREATIVE DIRECTOR / Paul Vanzella ACCOUNT DIRECTOR / Paul Vanzella PHOTOGRAPHER/ ILLUSTRATOR / Offroad Images PRODUCTION MANAGER / Sam Boden PRE-PRESS / Splitting Image PRINTER / IPMG DISTRIBUTION / In Store QUANTITY PRODUCED / 100,000 STOCK / Cover: 250gsm A2 Gloss Text: 80gsm A2 Gloss



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



AWARD CATEGORY TOURISM, EDUCATION AND GOVERNMENT



2016 WINNER

CLUB MED AUSTRALIA & NEW ZEALAND 'CLUB MED RESORTS – HAPPINESS'

CLIENT / Club Med Australia & New Zealand AGENCY / Convert Advertising TEAM LEADER / Andrew Turley CREATIVE DIRECTOR / Savit Pookapun ACCOUNT DIRECTOR / Andrew Turley DESIGNER / Savit Pookapun COPYWRITER / Erin Kramer STYLIST / Savit Pookapun PHOTOGRAPHER/ ILLUSTRATOR / Club Med PRODUCTION MANAGER / Charlie de Sousa PRE-PRESS / Alba Print and Charlie de Sousa **PRINTER** / Acorn Press DISTRIBUTION / Tifs Warehousing and Distribution and Club Med QUANTITY PRODUCED / 53,000 STOCK / Cover: 190gsm Pacesetter Text: 100gsm Pacesetter Laser



CARNIVAL AUSTRALIA 'Cunard' Produced by Enterprise Market



P&O CRUISES '**2016 Brochure'** Produced by Bashful



ST MICHAEL'S GRAMMAR SCHOOL 'Mnews - Celebrating 120 Years of Learning' Produced by Is Advertising



AWARD CATEGORY OFFICE SUPPLIES



2016 WINNER

KROST BUSINESS FURNITURE 'KROST BUSINESS FURNITURE 2016 CATALOGUE"

CLIENT / Krost Business Furniture AGENCY / Krost In-House Team TEAM LEADER / Jessica Karanfilovski CREATIVE DIRECTOR / Krost In-House Team ACCOUNT DIRECTOR / Krost In-House Team DESIGNER / Gillian Rubin COPYWRITER / Krost In-House Team STYLIST / Krost In-House Team PHOTOGRAPHER/ ILLUSTRATOR / Leo Duyckers PRODUCTION MANAGER / Krost In-House Team PRE-PRESS / Blueprint Australia **PRINTER** / Blueprint Australia DISTRIBUTION / Blueprint Australia QUANTITY PRODUCED / 16,000 STOCK / Cover: 300gsm Gloss Art Text: 80gsm Gloss Art



HARVEY NORMAN 'Connecting You With The Latest Technology' Produced by GP Advertising



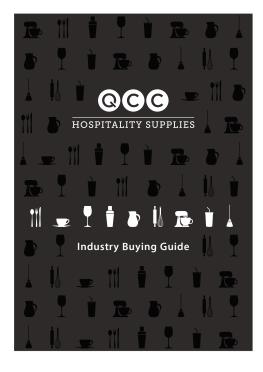
HARVEY NORMAN NEW ZEALAND 'Lenovo' Produced by GP Advertising



OFFICEWORKS 'Australia's Lowest Prices' Produced by AJF Partnership



AWARD CATEGORY MEGALOGUES



2016 WINNER

QCC 'INSIDE BUYING GUIDE'

CLIENT / QCC AGENCY / Stimulus TEAM LEADER / Jeremy Owens CREATIVE DIRECTOR / Jana Krcmarova ACCOUNT DIRECTOR / Jeremy Owens DESIGNER / Jana Krcmarova and Victor Hugo Gutierrez STYLIST / Josef Volavka PHOTOGRAPHER/ ILLUSTRATOR / Josef Volavka and QCC PRODUCTION MANAGER / Jana Krcmarova PRE-PRESS / Jana Krcmarova and Victor Hugo Gutierrez DISTRIBUTION / Sales Representatives QUANTITY PRODUCED / 5,000 STOCK / Cover: 400gsm Spot UV, Matt Celloglaze Text: 130gsm Satin



MYER 'Emporium Christmas 2015' Produced by Bauer Works



MYER 'The Season of No Regrets -Autumn 2016' Produced by Clemenger BBDO



SENTON AUSTRALIA **'Feb-July Source Book'** Produced by Senton In-House Team

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- P 57 / LIQUOR
- P 58 / CHAIN/DEPARTMENT STORES
- P 59 / SPECIALTY RETAILERS
- P 60 / SHOPPING CENTRES
- P 61 / ONLINE RETAILERS
- P 62 / MAGALOGUES
- P 63 / CAMPAIGN SERIES

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RETAILERS

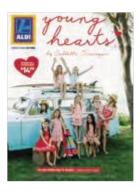
award category SUPERMARKETS



2016 WINNER

WOOLWORTHS SUPERMARKETS 'WOOLWORTHS REWARDS'

CLIENT / Woolworths Supermarkets AGENCY / Leo Burnett TEAM LEADER / Angela Moscoso CREATIVE DIRECTOR / Ant Gilbert ACCOUNT DIRECTOR / Emma Gilbert DESIGNER / Ant Gilbert COPYWRITER / Leo Burnett PHOTOGRAPHER/ ILLUSTRATOR / Ian MacPherson PRODUCTION MANAGER / Samantha Smith PRE-PRESS / Wellcom Worldwide PRINTER / PMP Limited DISTRIBUTION / Salmat QUANTITY PRODUCED / 7,036,000 STOCK / 51gsm LWC



ALDI 'Young Hearts by Collette Dinnigan" Produced by BMF



COLES 'Christmas' Produced by Coles In-House Team



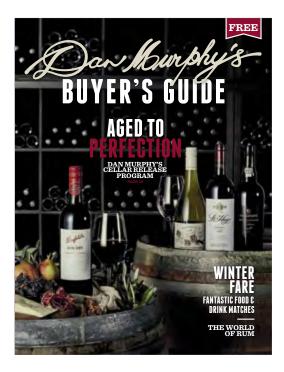
RITCHIES FINE FOOD & WINE MT ELIZA 'A Christmas Collection' Produced by Media Projects and CreativeArtroom



WOOLWORTHS SUPERMARKETS 'Woolworths Crows Nest The Fresh Food People' Produced by Wellcom Worldwide



AWARD CATEGORY



2016 WINNER

DAN MURPHY'S 'DAN MURPHY'S BUYER'S GUIDE - WINTER 2015'

CLIENT / Dan Murphy's AGENCY / Hardie Grant TEAM LEADER / Chelsea Hinchliffe CREATIVE DIRECTOR / Dallas Budde ACCOUNT DIRECTOR / Georgina Jerums DESIGNER / Peter Wheeler PRINTER / PMP Limited DISTRIBUTION / In Store QUANTITY PRODUCED / 1,000,000 STOCK / 150gsm Gloss, 100gsm Gloss, 89gsm Matt



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

RETAILERS

AWARD CATEGORY CHAIN / DEPARTMENT STORES



2016 WINNER

DAVID JONES 'CHRISTMAS BOOK 2015'

CLIENT / David Jones AGENCY / Whybin\TBWA & Maud TEAM LEADER / Amy Flanagan CREATIVE DIRECTOR / Toby Norris ACCOUNT DIRECTOR / Gemma Glanville DESIGNER / Jasmine Holm and Keenan Motto COPYWRITER / Anni Hall STYLIST / Maddie McFarlane, Jenni Booth, Kate Moon, Amanada Moore, Penny McCarthy, Kim Payne, Sheridan Davey, Nicole Bonython-Hines

and Kirsten Bookalil

PHOTOGRAPHER/ ILLUSTRATOR / Ted O'Donnell, Nicole Bentley, David Mandleberg, Jordan Graham, Studio Mondo and Amanda Prior

PRODUCTION MANAGER / Jenny Calcott, Vanessa Istomin and Vanessa Hawke PRE-PRESS / Wellcom Worldwide PRINTER / IPMG DISTRIBUTION / CCS QUANTITY PRODUCED / 270,000 STOCK / Cover: 200gsm Gloss Text: 80gsm Satin



BIG W **'Mother's Day'** Produced by Big W In-House Team



KMART **'Live it. Breathe it. Move it.'** Produced by Kmart In-House Team



MYER **'Dad's Day Gift Guide'** Produced by Clemenger BBDO



AWARD CATEGORY SPECIALTY RETAILERS



2016 WINNER

JAN LOGAN 'NATASHA 2016'

CLIENT / Jan Logan AGENCY / Jan Logan In-House Team TEAM LEADER / Angus Logan CREATIVE DIRECTOR / Angus Logan ACCOUNT DIRECTOR / Angus Logan DESIGNER / Lyndal Frollano COPYWRITER / Georgina Safe STYLIST / Marina Afonina PHOTOGRAPHER/ ILLUSTRATOR / Tim Robinson and Michael Naumoff PRODUCTION MANAGER / Nancy De Pasquale PRE-PRESS / Verlie Hodgson PRINTER / IPMG QUANTITY PRODUCED / 30,000 **STOCK** / Cover: A2 Gloss Text: A2 Satin



BABY VILLAGE 'Baby Village 2015/16 Catalogue' Produced by Tribe Advertising



MG TRADING 'June-July 2015 Blue Tag Sale' Produced by Is Advertising



NIOA **'Hot Products'** Produced by NIOA In-House Team

RETAILERS

AWARD CATEGORY SHOPPING CENTRES



2016 WINNER

IPOH PROPERTY PTY LTD -QUEEN VICTORIA BUILDING 'QVB ICON CELEBRATE CHRISTMAS 2015 GIFT EDITION'

CLIENT / Ipoh Property Pty Ltd - Queen Victoria Building (QVB) AGENCY / Studio Woo **TEAM LEADER /** Bronwyn Davis CREATIVE DIRECTOR / Justin Woo ACCOUNT DIRECTOR / Amanda Bowser **DESIGNER** / Gina Han COPYWRITER / Bronwyn Davis and Gina Han STYLIST / Jolyon Mason and Talia Kersh PHOTOGRAPHER/ ILLUSTRATOR / Georges Antoni and Pete Daly **PRODUCTION MANAGER** / Nikki Jones PRE-PRESS / Studio Woo PRINTER / Lighthouse Print Group DISTRIBUTOR / Queen Victoria Building (QVB) QUANTITY PRODUCED / 40,000 STOCK / 4PP Cover on 300gsm Titan Satin with Gold Foil. 28PP on 170gsm Titan Satin. Both with all over Aqueous Matte Varnish.



CANBERRA CENTRE SHOPPING CENTRE (QIC) 'Canberra Centre AW16' Produced by Plump and Spry



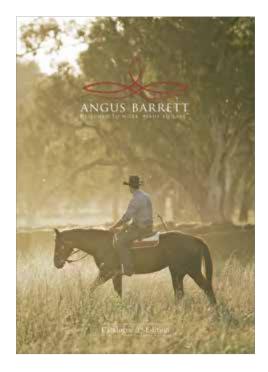
CANBERRA CENTRE SHOPPING CENTRE (QIC) 'Canberra Centre Christmas 2015' Produced by Plump and Spry



GRAND CENTRAL SHOPPING CENTRE (QIC) 'Grand Central AW16' Produced by Plump and Spry



AWARD CATEGORY ONLINE RETAILERS



2016 WINNER

ANGUS BARRETT SADDLERY & LEATHER GOODS 'ANGUS BARRETT CATALOGUE 3RD EDITION'

CLIENT / Angus Barrett Saddlery & Leather Goods AGENCY / Angus Barrett In-House Team TEAM LEADER / Sarah Barrett CREATIVE DIRECTOR / Sarah Barrett ACCOUNT DIRECTOR / Sarah Barrett DESIGNER / Sharon Misko COPYWRITER / Sarah Barrett **STYLIST** / Sarah Barrett PHOTOGRAPHER/ ILLUSTRATOR / Tim Ashton **PRODUCTION MANAGER** / Sarah Barrett PRE-PRESS / IPMG PRINTER / IPMG DISTRIBUTOR / Australia Post QUANTITY PRODUCED / 20,000 STOCK / Cover: Gloss 256gsm, Overall Satin Aqueous Varnish and Overall OAP Soft Feel Aqueous Text: Galerie Silk 130gsm



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

AWARD CATEGORY

2016 JOINT WINNERS





DAN MURPHY'S 'COCKTAIL DISCOVERY GUIDE 2015'

CLIENT / Dan Murphy's AGENCY / Hardie Grant TEAM LEADER / Genevieve Blackman CREATIVE DIRECTOR / Dallas Budde COPYWRITER / Georgina Jerums PRE-PRESS / Peter Wheeler PRINTER / PMP Limited DISTRIBUTOR / Salmat QUANTITY PRODUCED / 200,000 STOCK / Cover: 150gsm Offset Text: 100gsm Offset

DAVID JONES 'AW16 BRAND BOOK TWO'

CLIENT / David Jones AGENCY / Whybin\TBWA & Maud TEAM LEADER / Amy Flanagan CREATIVE DIRECTOR / Toby Norris ACCOUNT DIRECTOR / Gemma Glanville DESIGNER / Sam Curcio, Sam Turner and Roze Hooij COPYWRITER / Anni Hall STYLIST / Dale McKie, Sheridan Davey, Kirsten

Bookalil, Imogen Naylor and Maddie McFarlane PHOTOGRAPHER/

ILLUSTRATOR / Nicole Bentley, Studio Mondo and Grant Harvey

PRODUCTION MANAGER / Jenny Calcott, Vanessa Istomin, Vanessa Hawke and Warrick Nicholson

PRE-PRESS / Wellcom Worldwide PRINTER / IPMG DISTRIBUTOR / Fairfax / News Limited QUANTITY PRODUCED / 725,000 STOCK / 80gsm White Offset



CANBERRA CENTRE SHOPPING CENTRE (QIC) 'Canberra Centre AW16' Produced by Plump and Spry



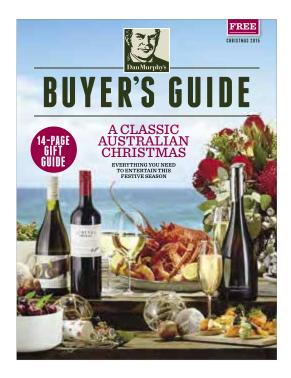
FIRST CHOICE LIQUOR 'In the Mix Guide' Produced by Coles In-House Studio



KATHMANDU **'The Summit'** Produced by Kathmandu In-House Team



AWARD CATEGORY



2016 WINNER

DAN MURPHY'S 'DAN MURPHY'S BUYER'S GUIDES'

CLIENT / Dan Murphy's AGENCY / Hardie Grant CREATIVE DIRECTOR / Dallas Budde ACCOUNT DIRECTOR / Scott Elmslie COPYWRITER / Georgina Jerums PRE-PRESS / Peter Wheeler PRINTER / PMP Limited DISTRIBUTOR / In Store QUANTITY PRODUCED / 5,000,000 STOCK / 150gsm Gloss, 100gsm Gloss and 89gsm Matt



ALDI **'2015 ALDI Christmas'** Produced by BMF



CLUB MED AUSTRALIA & NEW ZEALAND 'Happiness Campaign' Produced by Convert Advertising



OFFICEWORKS 'Creativity' Produced by AJF Partnership



TELSTRA 'Telstra Consumer Summer Fun 2015' Produced by Paragon Design Group





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P 66 / PROMOTING CHARITIES, NOT-FOR-PROFIT, AWARENESS CAMPAIGNS, PUBLIC INFORMATION

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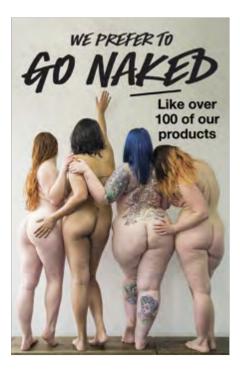




SUSTAINABILITY

AWARD CATEGORY

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



2016 WINNER

CLIENT / Lush Fresh Handmade Cosmetics AGENCY / Lush In-House Team TEAM LEADER / Natasha Ritz CREATIVE DIRECTOR / Brooke Austin DESIGNER / Lush In-House Team COPYWRITER / Lush In-House Team PHOTOGRAPHER/ ILLUSTRATOR / Richard Skins PRODUCTION MANAGER / Rachel King PRE-PRESS / Stephen Hannan PRINTER / IPMG DISTRIBUTOR / Lush Fresh Handmade Cosmetics QUANTITY PRODUCED / 100,000 STOCK / Chain of Custody PEFC Certified stock

OTHER FINALISTS



ΝΚ

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 & Assoc

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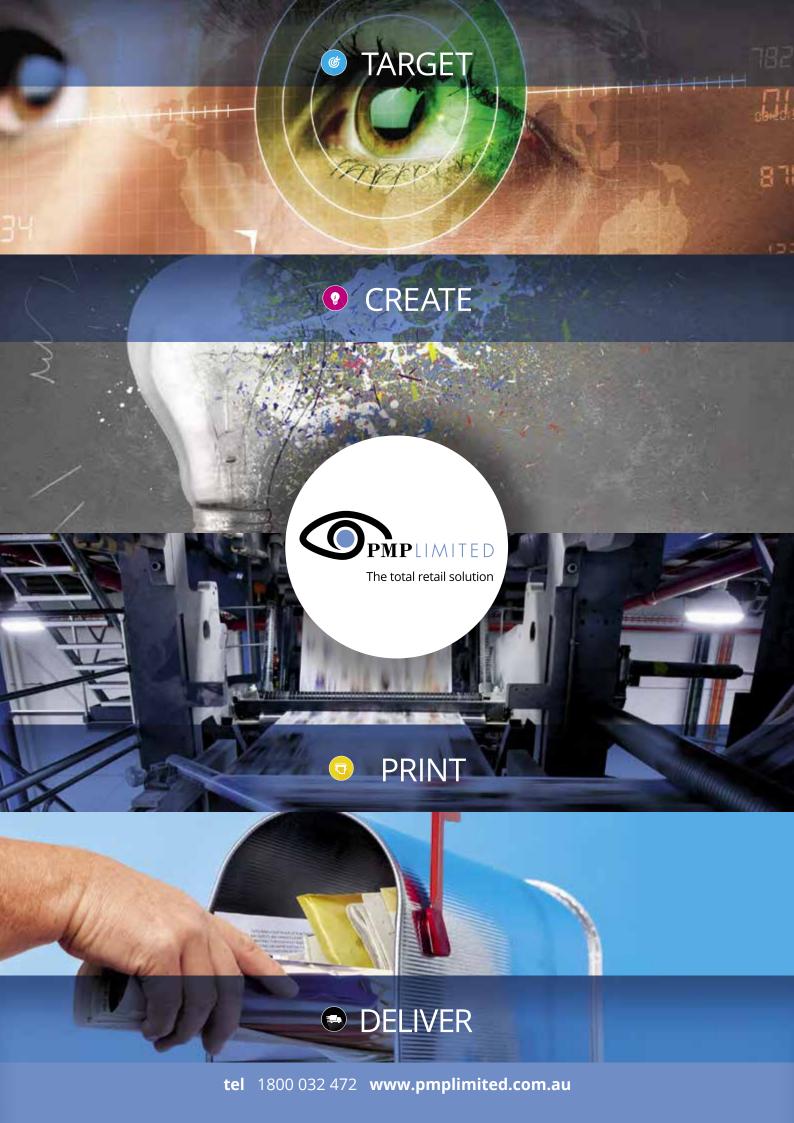
Call Phillip Mariette at Sierra Delta on 03 9429 7993 for your next event.



Phil is the brains trust of Sierra Delta's event management solutions. Committed to every detail and bringing corporate events to a new level of engagement, Phil works with the creative, digital and project teams to ensure your events maximise impact.

Phillip Mariette Director, Sierra Delta







P 70 / TECHNOLOGY ON PAPER - EFFECTIVENESS

P 71 / MULTI-CHANNEL CAMPAIGN

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DIGITAL

AWARD CATEGORY TECHNOLOGY ON PAPER - EFFECTIVENESS

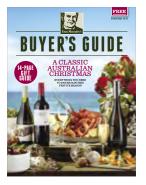


2016 WINNER

MYER 'MYER CHRISTMAS'

CLIENT / Myer AGENCY / Clemenger BBDO TEAM LEADER / Natalie Warren-Smith and Jo Brennan CREATIVE DIRECTOR / Carolyn Mackintosh ACCOUNT DIRECTOR / Grant Oorloff DESIGNER / Rupert Carr-Gregg and Thalia Economo PRODUCTION MANAGER / Sharon Adams PRE-PRESS / Clemenger BBDO PRINTER / IPMG and SEMA DISTRIBUTOR / Australia Post QUANTITY PRODUCED / 2,500,000 50,000 digitally personalised STOCK / Cover: 150gsm Coated Gloss

Text: 70gsm Coated Gloss



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



AWARD CATEGORY MULTI-CHANNEL CAMPAIGN



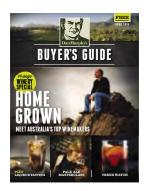
2016 WINNER

MYER 'MYER CHRISTMAS'

CLIENT / Myer AGENCY / Clemenger BBDO TEAM LEADER / Natalie Warren-Smith and Jo Brennan CREATIVE DIRECTOR / Carolyn Mackintosh ACCOUNT DIRECTOR / Grant Oorloff DESIGNER / Rupert Carr-Gregg and Thalia Economo PRODUCTION MANAGER / Sharon Adams PRE-PRESS / Clemenger BBDO PRINTER / IPMG and SEMA DISTRIBUTOR / Salmat and Australia Post QUANTITY PRODUCED / 2,600,000 STOCK / Cover: 150gsm coated gloss Text: 65gsm coated gloss



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



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EXCELLENCE IN CRAFT

P 74 / CREATIVE DESIGN AND EXECUTION P 75 / BEST IN CLASS



EXCELLENCE IN CRAFT

AWARD CATEGORY CREATIVE DESIGN AND EXECUTION



DAVID JONES

2016 WINNER

DAVID JONES 'AW16 CAREERWEAR'

CLIENT / David Jones AGENCY / Whybin\TBWA & Maud TEAM LEADER / Laura Cordero CREATIVE DIRECTOR / Toby Norris ACCOUNT DIRECTOR / Gemma Glanville **DESIGNER** / Toby Jones COPYWRITER / Anni Hall STYLIST / Kelvin Harries and Jenni Booth PHOTOGRAPHER/ ILLUSTRATOR / Jake Terrey and Studio Mondo PRODUCTION MANAGER / Jenny Calcott and Vanessa Istomin PRE-PRESS / Wellcom Worldwide PRINTER / IPMG DISTRIBUTOR / Fairfax/News Corp QUANTITY PRODUCED / 415,500 STOCK / 80gsm White Offset

OTHER FINALISTS



CLUB MED AUSTRALIA & NEW ZEALAND 'Happiness Campaign' Produced by Convert Advertising



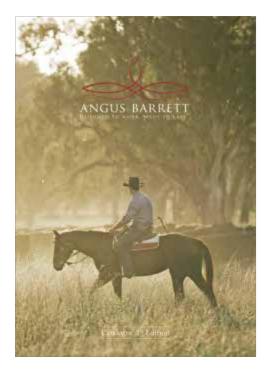
DAVID JONES 'SS15 Brand Book One' Produced by Whybin TBWA & Maud



NUTRIMETICS 'The Catalogue 2016' Produced by Nutrimetics In-House Team



AWARD CATEGORY BEST IN CLASS



2016 WINNER

ANGUS BARRETT SADDLERY & LEATHER GOODS 'ANGUS BARRETT CATALOGUE 3RD EDITION'

CLIENT / Angus Barrett Saddlery & Leather Goods AGENCY / Angus Barrett In-House Team TEAM LEADER / Sarah Barrett CREATIVE DIRECTOR / Sarah Barrett ACCOUNT DIRECTOR / Sarah Barrett DESIGNER / Sharon Misko COPYWRITER / Sarah Barrett **STYLIST** / Sarah Barrett PHOTOGRAPHER/ILLUSTRATOR / Tim Ashton **PRODUCTION MANAGER** / Sarah Barrett PRE-PRESS / IPMG PRINTER / IPMG DISTRIBUTOR / Australia Post QUANTITY PRODUCED / 20,000 STOCK / Cover: Gloss 256 gsm, with Overall Satin Aqueous Varnish and Overall OAP Soft Feel Aqueous. Text: Galerie Silk 130qsm

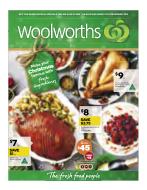
OTHER FINALISTS



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



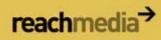
P78 / NZHOME

- P 79 / NZ FASHION
- P 80 / NZ COSMETICS AND PHARMACY
- P 81 / NZ RECREATION AND LEISURE
- P 82 / NZ B2C
- P 83 / NZ RETAILERS

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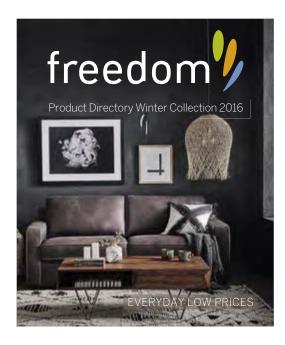






NEW ZEALAND

AWARD CATEGORY



2016 WINNER

FREEDOM NEW ZEALAND 'FREEDOM PRODUCT DIRECTORY WINTER COLLECTION 2016'

CLIENT / Freedom (New Zealand) AGENCY / J&C 'We Know Retail' TEAM LEADER / Lauren Nelson CREATIVE DIRECTOR / Emmanuel Yi ACCOUNT DIRECTOR / Clinton Brilley DESIGNER / Kaitlyn Diduck COPYWRITER / Caroline McDevitt STYLIST / Cumming Agency and Studio PHOTOGRAPHER/ ILLUSTRATOR / Cumming Agency and Studio PRODUCTION MANAGER / Phil Smith PRE-PRESS / PMP Limited PRINTER / PMP Limited DISTRIBUTOR / In Store and Magazines QUANTITY PRODUCED / 60,000



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



AWARD CATEGORY



2016 WINNER

WOW 'TAKING WOW TO THE WORLD'

CLIENT / World of Wearable Art AGENCY / Hothouse PRODUCTION MANAGER / Sonia Dent PRE-PRESS / Sonia Dent PRINTER / Spectrum Print DISTRIBUTOR / WOW In Store QUANTITY PRODUCED / 3,000 STOCK / Cover: Sumo 300gsm Text: Sumo 150gsm



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

NEW ZEALAND

AWARD CATEGORY NZ COSMETICS AND PHARMACY



2016 WINNER

NUTRIMETICS 'CHRISTMAS 2015 BROCHURE'

CLIENT / Nutrimetics AGENCY / Nutrimetics In-House Team TEAM LEADER / Rochelle Mercado CREATIVE DIRECTOR / Lee Worsley DESIGNER / Lee Worsley COPYWRITER / Bianca Mauceri STYLIST / Sheridan Davey PHOTOGRAPHER/ ILLUSTRATOR / Edward Urrutia and Steven Chee PRODUCTION MANAGER / Monika Paratore PRE-PRESS / IPMG PRINTER / IPMG DISTRIBUTOR / IPMG QUANTITY PRODUCED / 139,000 STOCK / 81gsm Gloss



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 'The Catalogue 2016' Produced by Nutrimetrics In-House Team



AWARD CATEGORY NZ RECREATION AND LEISURE



2016 WINNER KATHMANDU 'TREK & TRAVEL'

CLIENT / Kathmandu AGENCY / Kathmandu In-House Team **TEAM LEADER** / Danielle Taranto CREATIVE DIRECTOR / Niki Horan ACCOUNT DIRECTOR / Cara Lloyd DESIGNER / Lucas Nieuwenhuys COPYWRITER / Tony Hardy STYLIST / Anneliese Carlson PHOTOGRAPHER/ ILLUSTRATOR / Lachlan Moore and Adam Gibson PRODUCTION MANAGER / Danielle Taranto PRE-PRESS / Kathmandu In-House Team **PRINTER** / PMP Limited DISTRIBUTOR / PMP Limited QUANTITY PRODUCED / 731,000 STOCK / 80gsm Finesse Matt



FREEDOM (NEW ZEALAND) 'Freedom Outdoor Collection 2015' Produced by J&C 'We Know Retail'



MACPAC 'Winter 2016' Produced by Macpac In-House Team



TORPEDO 7 'Gear up for Winter Sale' Produced by Torpedo 7 In-House Team

NEW ZEALAND

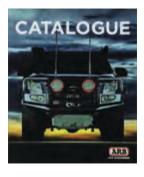
AWARD CATEGORY



2016 WINNER

HARVEY NORMAN NEW ZEALAND 'LENOVO'

CLIENT / Harvey Norman New Zealand AGENCY / GP Advertising TEAM LEADER / Domenic Galati CREATIVE DIRECTOR / Melody Ziri ACCOUNT DIRECTOR / Mac Manalansan DESIGNER / Marcelo Giorgetta COPYWRITER / Elias Velis PRODUCTION MANAGER / Marie Rabaja PRINTER / PMP NZ DISTRIBUTOR / PMP NZ QUANTITY PRODUCED / 25,140 STOCK / 65gsm LWC



ARB CORPORATION Produced by Vanzella Graphic Design



NEWMARKET BUSINESS ASSOCIATION 'Newmarket' Produced by Newmarket Business Association In-House Team



TRAVEL ASSOCIATES Produced by The Creative Studio



AWARD CATEGORY



2016 WINNER

COUNTDOWN 'WEEK 38 SOUTH ISLAND MAILER'

CLIENT / Countdown AGENCY / Ogilvy and Countdown In-House Team TEAM LEADER / Sally Copland CREATIVE DIRECTOR / Regan Grafton ACCOUNT DIRECTOR / Vanessa Berry DESIGNER / Sam Cox, Michael Jepson and Steve Maloyd PRODUCTION MANAGER / Rohan Beal PRE-PRESS / Rohan Beal PRINTER / PMP NZ DISTRIBUTOR / Reachmedia QUANTITY PRODUCED / 1,350,000 STOCK / Cover: 90gsm Sapphire Offset Wrap Text: 45gsm Mailer



JAMES PASCOE LTD. 'Whitcoulls Recommends' Produced by James Pascoe Ltd. In-House Team



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

SPECIAL THANKS

CATEGORY SPONSORS:

CATALOGUE RETAILER OF THE YEAR Norske Skog



RECREATION AND LEISURE | B2C Franklin



BEST YOUNG DESIGNER Stora Enso

storaenso

DIGITAL **PMP** Limited



NEW ZEALAND Inkwise, PMP (NZ) Limited, Reach Media, Webstar





COSMETICS AND PHARMACY AIW



JUDGES CHOICE Australia Post



SUSTAINABILITY UPM



HOME | FASHION **IPMG**



webstar¥ PASSIONATE ABOUT PRINT

AGENCY OF THE YEAR Fairfax Media



RETAILERS Salmat



BEST YOUNG TALENT Sierra Delta, OAP





EXCELLENCE IN CRAFT DiC



MEDIA PARTNER B&T



84 25TH ANNUAL AUSTRALASIAN CATALOGUE AWARDS

BOARD MEMBERS:



FURTHER ACKNOWLEDGEMENTS:





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Acknowledgements also to SBM, Sappi Trading and Offset Alpine Printing, for their continued support and provision of the creative concept, design, paper supply and print of the 25th Annual Australasian Catalogue Awards collateral.

25th AUSTRALASIAN CATALOGUE AWARDS



AUSTRALASIAN CATALOGUE ASSOCIATION

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