

# 29<sup>TH</sup> AUSTRALASIAN CATALOGUE AWARDS

**25 – 08 – 17**  
**MELBOURNE**  
**CONVENTION AND**  
**EXHIBITION CENTRE**

## MANUAL ENTRY FORM

### Entry Criteria:

First Name: ..... Last Name: ..... Mobile: .....

Your 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: .....

**Effectiveness:** Please attach separately information relating to the effectiveness of the catalogue. Please include as much information as possible to consider in your submission

## 2017 AWARD CATEGORY LIST (Please tick the boxes of awards categories you wish to enter)

### Major Awards

- ☐ Best Young Designer
- ☐ Best Young Talent
- ☐ Catalogue Retailer of the year over 3.5 Million catalogues
- ☐ Catalogue Retailer of the year up to 3.5 million catalogues
- ☐ Catalogue Retailer of the year up to 1.5 million catalogues
- ☐ Best Young Student
- ☐ Agency of the Year

### 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
- ☐ Magalogues - All Categories
- ☐ Campaign Series

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## Direct Mail

- ☐ Campaign over 100,000 units
- ☐ Campaign under 100,000 units

## Excellence In Craft

- ☐ Creative Design & Execution
- ☐ Best in Class

## New Zealand

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

## Sustainability

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

## Digital

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

## CATALOGUE INFORMATION (Please tick the boxes relating to your entry)

### 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

With thanks to the ongoing support of the Australasian Catalogue Association members.

