

# Annual ACA Awards: 25 years celebrating catalogues' performance

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The Australasian Catalogue Association (ACA) hosted its 25<sup>th</sup> Annual ACA Awards last Friday night, recognising expertise and excellence in catalogue and letterbox marketing. With retailers, creatives, agencies, printers and distributors all in the same room there was a great deal of excitement amongst the record 722 guests.

Hosted at Crown Palladium, Melbourne and affectionately referred to in the industry as the 'Catalogies', guests celebrated one of Australia and New Zealand's most effective and resilient media channels. Former designer and funny-guy Dave Thornton, as Master of Ceremonies, kept the crowd entertained throughout the 47 award categories which included, for the first time, six categories for New Zealand entrants only.

"With the ACA having successfully launched in New Zealand earlier this year, we were very excited to then launch six New Zealand categories to the Awards," commented Kellie Northwood, Chief Executive Officer, ACA. "New Zealand creatives and retailers have built a strong reputation for their innovation and creativity when developing retail communications and it has been demonstrated tonight and through all the submissions received."

Clemenger BBDO were triumphant for their work on enhancing the Myer brand. Not only winning 'Agency of the Year', Clemenger BBDO also took home five category wins for Myer with 'Catalogue Retailer of the Year – up to 1.5M', 'Children's Apparel', 'Whitegoods, Electricals, Electronics & Home Entertainment', 'Technology on Paper - Effectiveness' and 'Multi-channel Campaign'.

Pippa O'Regan, Head of Retail, Clemenger BBDO said on the night, "We are thrilled to have claimed the title of Agency of the Year. Working with the dedicated team at Myer has been great and we're very proud of our efforts. The other finalists were all very deserving and it's great to see just how much talent there is in the industry right now."

Myer, Harvey Norman and Dan Murphy's came out as winners for 'Retailers of the Year' across their sectors, and Woolworths came out triumphant winning the 'Supermarkets' Awards against Finalists ALDI, Ritchies and Coles Supermarket. It was fierce competition across the board with over 700 entries this year.

The prestigious 'Judge's Choice' Award went to Peter Alexander, for their 'Mother's Day' catalogue produced by Paper Stone Scissors. This Award cannot be entered, rather each of the 57 judges select the best of the best across all categories and then the Winner is selected from the final four – a great achievement for all the Paper Stone and Scissors team.

"We are honoured to be recognised for our work with Peter Alexander! This catalogue was all about communicating the style and personality of the brand and I'm so glad that our team's dedication and efforts were highlighted this year for doing just that," said Emily Woollett, Creative Director, Paper Stone Scissors.

With \$1,000 CASH Prizes being awarded to 'Best Young Talent' and 'Best Young Designer' the winners, Yen Huang from Myer and Anthony Christie from Kmart, were delighted to be selected across their industry peers.

Anthony Christie commented "I am so honoured to have won this award! I could not have done it alone - thank you to my team for all of your support and mentorship over the past year."

# PRESS RELEASE - General



Kellie Northwood said of the night “Tonight is such a great celebration of a rich, diverse and creative industry, from retailers and agencies to printers and distributors, we all come together to celebrate the hard-work that goes into catalogue and letterbox marketing throughout the year. With an Audience Reach higher than any other media channel at 19.8M and readership at 77%, Australian and New Zealand consumers love catalogues. Twenty-five years of Awards is a terrific milestone for the industry and looking back through the history of Winners it is amazing that the majority of brands entering in the first years of the Awards are still participating today.”

## 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)

- ENDS -

## Major Australasian Catalogue Awards Winners and Finalists:

### Agency of the Year (Sponsored by Fairfax Media)

**Winner** Clemenger BBDO

**Finalists** AJF Partnership, GP Advertising and Whybin\TBWA & Maud

### Best Young Designer (Sponsored by Offset Alpine Printing)

**Winner** Anthony Christie of Kmart

**Finalists** Alesha Rowe of Choices Flooring, Cass Mackenzie of Tomorrow Agency and Kate Cochrane of Kmart

### Best Young Talent (sponsored by Stora Enso)

# PRESS RELEASE - General



**Winner** Yen Hoang of Myer

**Finalists** Jane Sargood of Coles, Lucy Price of Kmart and Samantha Smith of Woolworths

## **Judge's Choice (sponsored by Australia Post)**

**Winner** Peter Alexander – 'Mother's Day' produced by Paper Stone Scissors

**Finalists** David Jones – 'AW16 Brand Book Two' produced by Whybin\TBWA & MAUD, Lush – 'Fresh Matters' produced by Lush in-house team and Myer – 'The Smart Guide to Technology' produced by Clemenger BBDO

## **Catalogue Retailer of the Year – up to 1.5m (sponsored by Norske Skog)**

**Winner** Myer – produced by Clemenger BBDO

**Finalists** Chemmart – produced by Chemmart in-house team, David Jones – produced by Whybin\TBWA & Maud and Nutrimetics – produced by Nutrimetics in-house team

## **Catalogue Retailer of the Year – up to 3.5m (sponsored by Norske Skog)**

**Winner** Harvey Norman group – produced by GP advertising

**Finalists** Anaconda – produced by Anaconda in-house team, Harris Scarfe – produced by J Walter Thompson Melbourne and Telstra – produced by Paragon Design Group and Wellcom Worldwide

## **Catalogue Retailer of the Year – over 3.5m (sponsored by Norske Skog)**

**Winner** Dan Murphy's – produced by Hardie Grant and Red Jelly

**Finalists** First Choice Liquor – produced by Coles in-house studio, Kmart – produced by Kmart in-house team and Priceline Pharmacy – produced by Girl

For a full listing of Winners and Finalists go to [www.catalogue.asn.au/awards](http://www.catalogue.asn.au/awards)

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For an interview with the Winners, Finalists or Contributors or for any further information please contact:  
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### **About the Australasian Catalogue Association (ACA)**

The Australasian Catalogue Association (ACA) is the guardian of Australasia's most vibrant and most resilient media channel. It represents catalogues, flyers, leaflets and samples, which perform like no other media. The ACA acts fairly and responsibly, and promotes the ongoing viability of ACA Members. The ACA accepts its role as a major communications media, promoting the use of environmentally, socially and economically sustainable industry initiatives. Please visit [www.catalogue.asn.au](http://www.catalogue.asn.au) for more information.