



# REAL MEDIA AWARDS

## 2019 FINALISTS

## CONGRATULATIONS!

**WE ARE PROUD TO ANNOUNCE THE FINALISTS  
FOR THE REAL MEDIA AWARDS!**

As judging is now all done and dusted, we are full steam ahead in making this year's Awards the best it can be. We've had some fantastic entries submitted, well done to all for an amazing year of work. The following pages provide the Finalists results for each category in random order. Please feel free to share the results with your team and colleagues. We look forward to celebrating everyone's hard work at the **Melbourne Convention and Exhibition Centre** on **Friday 30th August at 7pm**. Go to [www.therealmediacollective.com.au/rma2019-tickets](http://www.therealmediacollective.com.au/rma2019-tickets) to purchase your tickets or contact The Awards Team at 03 9421 2206 or at [awards@thermc.com.au](mailto:awards@thermc.com.au).

Thank you for participating in the Real Media Awards for 2019. Good luck to all, and we'll see you on the night.

**Kellie Northwood**  
Chief Executive Officer  
The Real Media Collective

## MAJOR AWARDS

**CONGRATULATIONS TO ALL FINALISTS, AND GOOD LUCK!**

### JUDGES' CHOICE

- Repco / It Starts With The Parts
- ALDI / Christmas: The More The Merrier '18
- David Jones / JONES
- Bauer Media Group / No GST
- Vintage Cellars / The Rules Of Attraction

### AGENCY OF THE YEAR

- BMF
- Plump & Spry
- AJF GrowthOps
- Medium Rare Content Agency
- Clemenger BBDO

### BRAND OF THE YEAR

- Nutrimerics
- Vintage Cellars
- David Jones
- Myer
- Beacon Lighting

### RETAILER OF THE YEAR

- Coles
- Big W
- Wooworths
- ALDI
- Dan Murphy's

### BEST EMERGING DESIGNER

- Sheridan Edsall / Target
- Sophie Hall / PFG Australia
- Nikki Maras / Big W
- Dana Al Habel / BMF
- Maria Angelica Flores / GP Advertising

### BEST EMERGING TALENT

- Brigitte Davies / BMF
- Yousif Hurmiz Zia / Ovato
- Kelvin Mui / BMF
- Zane Hilder / BMF
- Jacqui Erskine / JWT

### MEDIA BRAND ADVERTISER OF THE YEAR

- Dan Murphy's
- Coles
- David Jones
- Strathcona
- Vintage Cellars

## B1 - TELECOMMUNICATIONS

- Telstra / The Telstra Christmas Gift Guide '18
- Oobe / Free Data Weekends
- Telstra / Let's Connect
- Telstra / Let's Work
- Vodafone / Bundle & Save

## B2 - REAL ESTATE & PROPERTY

- Devitt Property Group / The Muse
- AV Jennings / Gem Penthouse - Next Level Luxury
- Wuzhong International / Bowen & Queens
- Ray White / Your Home News
- Wonder Property / Anderson Creek Townhomes

## B3 - AUTOMOTIVE VEHICLES AND PARTS

- Repco / Are You Adventure Ready?
- Supercheap Auto / Week 43 - Super Savings
- PFG Australia / Deutz-Fahr Spring '18
- ARB / 4x4 Culture Issue #54
- Best Drive Tyres/ Stay Safe On The Road This Easter!

## B4 - TOURISM, EDUCATION AND GOVERNMENT

- Strathcona / Strathcourier - Respectfully Rebellious
- STA Travel / Pick Your Package
- Travel Associates / Ocean Cruising Storybook
- APT Travel Group / Europe Pre-Release 2020
- Cultural Tourism Victoria / Experience Culture Victoria 18 - 19

## B5 - OFFICE SUPPLIES / PRODUCT GUIDES

- Officeworks / End of Financial Year FY18
- Officeworks / Helping Your Business Do Business
- Officeworks / Back to School, Be Back To School Smart
- Woolworths / Back to School
- Krost Business Furniture / Krost Business Furniture '19

## C1 - COSMETICS / SKINCARE

- David Jones / Summer Beauty '18
- Myer / Feel Like New? - Spring '18 Beauty
- Keune Australia / Keune Academy '19
- Coles / Health & Beauty - Spring Beauty 9th October '18
- Coles / Health & Beauty - Spring Beauty 30th October '18

## C2 - GENERAL PHARMACY / HEALTH AND WELLBEING

- ALDI / A Fresh New You
- Flannerys / Infuse Your Autumn Senses
- Hairhouse Warehouse / Hairhouse X Her
- Chemist Warehouse / House Of Wellness - January
- My Chemist / Mum...A Little Above A Queen

## DM1 - DIRECT MAIL - OVER 100,000

- Dan Murphy's / Gin Discovery Guide
- Nutrimerics / Celebrate The Magic!
- David Jones / Summer Beauty '18
- David Jones / Timeless Style - The Classic Edit
- David Jones / JONES

## DM2 - DIRECT MAIL - UNDER 100,000

- Vintage Cellars / Discover Different
- Nissan / Reconnect
- Anglicare Southern Queensland / Easter Appeal '19
- David Jones / Mr JONES
- Myer / Race Day Ready

## E1 - CREATIVE DESIGN AND EXECUTION

- UP Banking / Welcome Mailer
- Spicers / Stephen Is Perfect For Property
- Devitt Property Group / The Muse
- Savi Communications / No.3 The Sky Residence
- Digitalpress / Teneo Brochure

## E2 - BEST IN CLASS

- Repco / It Starts With The Parts
- QVB / A Fairytale Christmas
- Vintage Cellars / Best Of Awards
- Spicers / Stephen Is Perfect For Property
- Gollings Photography / John Gollings - Spirit Of Place

## E3 - EXCELLENCE IN CORPORATE SOCIAL RESPONSIBILITY - DIVERSITY, ENVIRONMENT, COMMUNITY

- Coles / Local Area Marketing
- Bauer Media Group / No GST
- Coles / Local - Surrey Hills
- Chemist Warehouse / House Of Wellness - Liptember
- Chemist Warehouse / House Of Wellness - Save Our Sons

## F1 - WOMEN AND MEN'S APPAREL

- Canberra Centre (QIC) / Amplified
- ALDI / Snow Gear '18
- Grand Central Shopping Centre (QIC) / Elements Of Style
- Farmers / Made For You
- Target / Denimland

## F2 - GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

- R.M. Williams / A Force Of Nature
- Myer / MY New Season
- Myer / Feel Like New? - Launch
- Myer / MY Summer (High Summer)
- Big W / Get Summer Ready

## F3 - CHILDREN'S TOYS & APPAREL

- Baby Village / Buying For Baby
- Big W / Kids Happen 2
- Kidstuff / Enjoy The Ride
- ALDI / Snow Gear '18
- Target / Treat Your Tricksters

## H1 - KITCHENWARE AND HOME INTERIORS

- Beacon Lighting / Designer and Fan Collection '19
- ALDI / Brighter Nights '18
- Myer / MY New Home
- Betta / Kitchen & Laundry Lookbook
- David Jones / The Art Of Living - Belle

## H2 - FURNITURE, BEDDING & MANCHESTER

- Harris Scarfe / Shayna Blaze - 'Let the Light In'
- King Living / Trade & Commercial
- EziBuy / Home Winter 2
- Briscoes / Savings From The Easter Bunny
- ALDI / Bedroom Refresh '19

## H3 - WHITEGOODS, ELECTRICALS, ELECTRONICS & HOME ENTERTAINMENT

- Big W / Get Summer Ready
- Betta / Kitchen & Laundry Lookbook
- Status Plus / Black is Back Luxury Kitchen Range
- Winnings Appliances / AEG '18 Collection
- Camberwell Electrics / Happy Mother's Day

#### H4 - HOME IMPROVEMENT / HOME REPAIRS / HARDWARE

- Beacon Lighting / Designer and Fan Collection '19
- CBRE - Penrith Homemaker Centre / My Home, Inspired
- Mitre 10 / Time to Reno
- Total Tools / April Tool Deals
- ALDI / Garden Power '18

#### M1 - MULTI-CHANNEL

- Coles / Coles Magazine x Masterchef
- Bauer Media Group / No GST
- Bauer Media Group / Dyson Airwrap™ Styler
- ALDI / Christmas: The More The Merrier '18
- ALDI / Snow Gear '18

#### M2 - CUSTOMER INSIGHTS

- Telstra / Let's Work
- Woolworths / Making Healthier Easier
- Dan Murphy's / Gin Discovery Guide
- Bauer Media Group / Dyson Airwrap™ Styler
- Big W / Bring The Magic

#### M3 - CAMPAIGN SERIES

- STA Travel / '19 Brochure Campaign
- David Jones / Christmas '18
- Target / Give A Little Love This Christmas
- Coles / Local Area Marketing
- Myer / Christmas Series

#### MB1 - CUSTOM PUBLISHING

- Vintage Cellars / Wonderful Ways to Christmas
- Coles / Coles Magazine
- Dan Murphy's / Easy Entertaining
- David Jones / Mr JONES
- Dan Murphy's / Gin Discovery Guide

#### MB2 - CONSUMER

- Strathcona / Strathcourier - Respectfully Rebellious
- Kathmandu / Adapt All - Weather Wedding Dress '19
- Dan Murphy's / Gin Discovery Guide
- Dan Murphy's / Easy Entertaining
- Dan Murphy's / Cocktail Discovery Guide

#### MB3 - TRADE

- Illustrators Australia / Platypi Edition 15
- Travelmarvel / Europe 2020 Preview
- BJ Ball NZ / GSM 13
- Vintage Cellars / The Spring Collection
- Robina Town Centre (QIC) / Endless Summer

#### R1 - SUPERMARKETS

- Romeo's Foodland / Everyday Christmas Value '18
- IGA / Christmas with IGA - Week 51
- Coles / A Fresh Look At Christmas
- Coles / Little Shop '18
- Foodland Supermarkets / Great Halloween Food Lives Here '18

#### R2 - LIQUOR

- Dan Murphy's / Easy Entertaining
- Cellarbrations / Christmas Goodies For The Whole Gang
- Liquor Barons / Father's Day '18
- Liquor Barons / On the Vine Sparkling '18
- Vintage Cellars / Wonderful Ways to Christmas

#### R3 - CHAIN / DEPARTMENT STORES

- Big W / Get Summer Ready
- Myer / MY Everything
- Farmers / Made For You
- Kmart / Kick Start Holiday Fun
- David Jones / Timeless Style - The Classic Edit

#### R4 - SPECIALTY RETAILERS - JEWELLERY, BOOKS, FABRICS, EYEWEAR, FOOD/CUISINE

- Adairs / Summer Sale 18-19
- Beacon Lighting / Designer and Fan Collection '19
- Paspaley / Signature Collections 18-19
- Beacon Lighting / Makeover Collection '19
- Top3 By Design / #top3style Winter 18-19

#### R5 - SHOPPING CENTRES

- Grand Central Shopping Centre (QIC) / Elements Of Style
- Canberra Centre (QIC) / Amplified
- Robina Town Centre (QIC) / Endless Summer
- QVB / A Fairytale Christmas
- CBRE - Penrith Homemaker Centre / My Home, Inspired

#### R6 - ONLINE RETAILERS

- Dan Murphy's / Gin Discovery Guide
- Vintage Cellars / The Rules Of Attraction
- Angus Barrett / Saddlery & Leather Goods Edition 4
- Qantas / Loyalty - Rewards Store
- Dan Murphy's / Cocktail Discovery Guide

#### R7 - POINT OF SALE / IN-STORE DISPLAY

- Malouf Pharmacies / Christmas '18 Gift Book
- ALDI / Easter '19
- Coles / Free Flights Plane
- Coles / Christmas In Store
- Coles / Little Shop In Store

#### REC1 - SPORTS & FITNESS

- Drummond Golf / Merry Golfmas
- Rebel / July Performance
- Big W / Get Summer Ready
- ALDI / Move It '18
- Target / Shine On

#### REC2 - CAMPING, OUTDOOR & MISCELLANEOUS

- Big W / Get Summer Ready
- ALDI / Take A Break '18
- Exodus / Walking & Hiking
- Bicycle Superstore / Easter Sale '19
- Officeworks / Where Art Starts

### Get In Touch

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