

AWARD FINALISTS 2020

CONGRATULATIONS

WE ARE PROUD TO ANNOUNCE
THE FINALISTS FOR THE 2020
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.

Thank you for participating in the 2020 Real Media Awards. Good luck to all, and we'll see you all virtually on the 10th of December at 4pm.



Kellie

Kellie Northwood
Chief Executive Officer
The Real Media Collective

MAJOR AWARDS

CONGRATULATIONS TO ALL FINALISTS,
AND GOOD LUCK!

JUDGES' CHOICE

- ARB / 4x4 Accessories
- Fenwick / Kew
- Coles Supermarkets / Winter 2019
- UP Banking / Debit Card Mailer

AGENCY OF THE YEAR

- Medium Rare Content Agency
- Earl Street Creative
- BMF
- Our Agency

BRAND OF THE YEAR

- Liquor Barons
- Aldi Supermarkets
- David Jones
- Nutrimerics

RETAILER OF THE YEAR

- Woolworths
- Aldi Supermarkets
- Liquor Barons
- David Jones

BEST EMERGING DESIGNER

- Dana Al Habel / BMF
- Michael Gonzalez / AMG Designs
- Luke Michalowsky / Creative Industries
- Sophie Hall / PFG Australia

BEST EMERGING TALENT

- Athena Bambaliaros / BMF
- Evie Hilliar / BMF
- Angela Vella / Woolworths
- Chris La Greca / Ovato

MEDIA BRAND ADVERTISER OF THE YEAR

- Bunnings
- David Jones
- Nutrimerics
- Coles

REAL ESTATE & PROPERTY

- Fenwick / Kew
- Splendour / Bellevue Hill
- The International / Brighton
- Immerse / Richmond

AUTOMOTIVE VEHICLES AND PARTS

- ARB Corporation / 4x4 Accessories
- Toyota / Supra Special Edition Book
- Deutz-Fahr / Autumn Edition
- Burson Auto Parts / Trade Deals

TOURISM, EDUCATION AND GOVERNMENT

- Strathcona / Prospectus
- APT / Kimberley Wilderness Adventures
- Captains Choice / Our World Issue 3
- The Royal Queensland Golf Club / Centenary Publication

OFFICE SUPPLIES / PRODUCT GUIDES

- Bank SA / Gift Guide
- Woolworths / Back to School Guide
- Freedom / Spring Summer Directory
- Krost / Business Furniture 2020

COSMETICS / SKINCARE

- Nutrimetics / Christmas Gems 2019
- Direct Chemist Outlet / 1/2 Price Cosmetics Sale
- Kerastase / 2020 Brand Book
- Nutrimetics / 2020 Catalogue

GENERAL PHARMACY / HEALTH AND WELLBEING

- ALDI Supermarkets / Gear Up 2020
- Coles / Health and Beauty
- Direct Chemist Outlet / Mega 1/2 Price Vitamin Sale
- Star Discount Chemist / Ease the Stress

DIRECT MAIL - UNDER 100,000

- Nutrimetics / Christmas Gems 2019
- Nutrimetics / Christmas Gems A5 Brochure
- Krost Business Furniture / 2020 Catalogue
- Nutrimetics / 2020 Catalogue

CREATIVE DESIGN AND EXECUTION

- ARB / 4x4 Accessories
- Splendour / Bellevue Hill
- Coles Supermarkets / Winter 2019
- UP Banking / Debit Card Mailer

BEST IN CLASS

- ARB / 4x4 Accessories
- Queen Victoria Building (QVB) / A Fairytale Christmas, 2019 Gift Guide
- The Royal Queensland Golf Club / Centenary Publication
- UP Banking / Debit Card Mailer

CSR - DIVERSITY, ENVIRONMENT, COMMUNITY

- Aldi Supermarkets / Mindful Living 2019
- City of Yarra / Wurundjeri History Book
- DHHS / Victorian Seniors Festival Program 2019
- DHHS / Seniors Card Magazine 2019

WOMEN AND MEN'S APPAREL

- David Jones / Jones & Mr. Jones
- Hard Yakka / 2020 Catalogue
- ALDI Supermarkets / Snow Gear 2019
- David Jones / David Jones Style

GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

- ALDI Supermarkets / Share the Joy 2019
- Hard Yakka / 2020 Catalogue
- ALDI Supermarkets / Snow Gear 2019
- R.M. Williams / Karlu Karlu Autumn Winter 2020

CHILDREN'S TOYS & APPAREL

- ALDI Supermarkets / Snow Gear 2019
- Baby Village / Annual Catalogue 2020
- ALDI Supermarkets / Timeless Toys 2019
- ALDI Supermarkets / Festive Favorites 2019

KITCHENWARE AND HOME INTERIORS

- Bunnings Magazine / April Edition
- Ladelle / Spring Summer Catalogue
- ALDI Supermarkets / Home Hotel 2019
- Freedom / Spring Summer Catalogue

FURNITURE, BEDDING & MANCHESTER

- ALDI Supermarkets / Home Hotel 2019
- Freedom / Spring Summer Catalogue
- ALDI Supermarkets / Stylish Bedroom 2020
- Bunnings Magazine / April Edition

WHITEGOODS, ELECTRICALS, ELECTRONICS & HOME ENTERTAINMENT

- Yamaha / Back to School
- Bunnings Magazine / April 2020
- Yamaha / Play it Loud, Christmas
- ALDI Supermarkets / Stylish Bedroom 2020



HOME IMPROVEMENT / HOME REPAIRS / HARDWARE

- Mitre 10 / Get Back to Work
- Stratco / December 2019
- Bunnings Magazine / April 2020
- Mitre 10 / Get Set for Summer

MULTI-CHANNEL

- Splendour / Bellevue Hill
- ALDI Supermarkets / Fine-ish Dining 2020
- R.M. Williams / Karlu Karlu Autumn Winter 2020
- David Jones / Beauty Awards 2019

CUSTOMER INSIGHTS

- Mitre 10 / Get Set for Summer
- ALDI Supermarkets / Fine-ish Dining 2020
- Bunnings Magazine / April Edition
- David Jones / Beauty Awards 2019

CAMPAIGN SERIES

- ALDI Supermarkets / Christmas: The More The Merrier 2019
- Ritchie's / Coca Cola YoYo Promotion
- Coles Supermarkets / What's for Dinner?
- ALDI Supermarkets / Fine-ish Dining 2020

CUSTOM PUBLISHING

- Strathcona / Prospectus
- David Jones / Mr Jones
- Baby Village / Annual Catalogue 2020
- Coles Supermarkets / Winter 2019

TRADE

- BJ Ball New Zealand / GSM Re-Edit
- Aventus Group / Re-Tale Therapy
- Deutz-Fahr / Autumn Edition
- Aventus Group / Summer Life

SUPERMARKETS

- Coles Supermarkets / Winter 2019
- Woolworths / Summer Seasonal Picks
- Aldi Supermarkets / Snow Gear 2019
- IGA / Christmas with IGA

LIQUOR

- Liquor Barons / Fathers Day Catalogue
- Liquor Barons / On the Vine, Spring 2019
- Liquor Barons / Birthday Catalogue 2019
- Liquor Barons / Christmas Catalogue

CHAIN / DEPARTMENT STORES

- Aldi Supermarkets / Snow Gear 2019
- Liquor Barons / Fathers Day Catalogue
- David Jones / Mothers Day
- Liquor Barons / Christmas Catalogue

SPECIALTY RETAILERS

- Ladelle Group / Spring Summer
- Yamaha / Back to School 2020
- Ashdeen Collections / Spring Summer
- Ladelle Group / Spring Summer #2

SHOPPING CENTRES

- Queen Victoria Building (QVB) / A Fairytale Christmas, 2019 Gift Guide
- Splendour / Bellevue Hill
- Queen Victoria Building (QVB) / Tastes
- Untold 2019
- Drakes / 45 Years in the Making

ONLINE RETAILERS

- Booktopia / Christmas 2019
- Freedom / Spring Summer Catalogue
- Baby Village / 2020 Annual Catalogue
- Mitre 10 / Get Set for Summer

SPORTS & FITNESS

- ALDI Supermarkets / Snow Gear 2019
- Bicycle Superstore / Spring into Summer Sale
- Kent Saddlery / 2020 Catalogue
- Aldi Supermarkets / Gear Up 2020

CAMPING, OUTDOOR & MISCELLANEOUS

- Ladelle / Spring Summer Catalogue
- ARB / 4D4 Accessories
- Aldi Supermarkets / Trailblazers 2019
- Bicycle Superstore / Spring into Summer Sale

