



REAL
MEDIA
AWARDS

2021/22 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 alphabetical 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 28th October** at **7pm** in the **Sovereign Room**.

Go to www.therealmediacollective.com.au/rma2021_22 to purchase your tickets or contact The Awards Team at 03 9421 2206 or at awards@thermc.com.au.

Thank you for participating in the Real Media Awards for 2021/22. Good luck to all, and we'll see you on the night.

Congratulations to all finalists, and good luck!



Phillip Mariette
General Manager Operations
The Real Media Collective

MAJOR AWARDS

BRAND OF THE YEAR

- ALDI / Produced by BMF
- Direct Chemist Outlet / In-House Team
- Freedom / Produced by The General Store
- Kmart / In-House Team

MEDIA BRAND OF THE YEAR

- Nutrimerics / In-House Team
- David Jones / In-House Team and Medium Rare Content Agency
- Lovatts Media / In-House Team
- Peter Sheppard / Produced by In-House Team and Wellcom Worldwide

RETAILER OF THE YEAR

- Direct Chemist Outlet / In-House Team
- Liquor Barons / Produced by AT Creative
- Pillow Talk / In-House Team
- Nutrimerics / In-House Team

BEST EMERGING DESIGNER

- Alicia Ridley / Lovatts Media
- Charlotte Tiong / Swinburne University
- Chee Hong Low / Emerging Designer
- Kelsey Wade / Emerging Designer

BEST EMERGING TALENT

- Angus Whalan / BMF
- Kristen Nikolettos / IVE Distribution
- Tara O'Sullivan / Repco
- Tessa Lockwood / Kmart

AGENCY OF THE YEAR

- BMF
- Mahlab
- Medium Rare Content Agency
- Our Agency - Life Changing Storytelling

H1 - KITCHENWARE AND HOME INTERIORS

- ALDI / Designer Retreat
- ALDI / Master Kitchen
- Pillow Talk / A Spring Glimpse 2020
- Pillow Talk / Promise of Autumn 2021

H2 - FURNITURE, BEDDING & MANCHESTER

- ALDI / Summer 2021
- Freedom / Autumn Winter 2021 Catalogue
- Kmart / Feb Living 2022
- Pillow Talk / A Spring Glimpse 2020

H3 - WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT

- ALDI / Home Cook
- Cheap as Chips / Gift Guide 2021
- Yamaha Music / Nov – Dec 2020
- Yamaha Music / Nov – Dec 2021

H4 - HOME IMPROVEMENT / REPAIRS / HARDWARE

- Beacon Lighting / Winter Catalogue 2021
- Bunnings / Father's Day 2020
- Bunnings / Bunnings Magazine
- Total Tools / Gear Up 2020

F1 - WOMEN AND MEN'S APPAREL

- ALDI / Snow Gear 2021
- David Jones / Mother's Day
- Kmart / Christmas 2021
- Kmart / Mothers Day 2021

F2 - GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

- Peter Sheppard / Autumn Winter 2021 Catalogue
- Peter Sheppard / Footwear Spring Summer 2021 Collection
- R.M. Williams / Seasonal 2022 Catalogue
- Workwear Group / Hard Yakka Footwear 2022 Catalogue

F3 - CHILDREN'S TOYS & APPAREL

- ALDI / Snow Gear 2021
- ALDI / Gift Guide 2021
- Baby Village / 2021-22
- Kmart / Baby Organic Campaign

C1 - COSMETICS / SKINCARE

- Nutrimerics / Christmas Brochure November A4 2020: 'Holiday beauty surprises'
- Nutrimerics / Christmas Brochure 2021 A4 Time to Celebrate
- Nutrimerics / Time to Celebrate Gift Guide 2021 A5
- Priceline Pharmacy / YOU Magazine

C2 - GENERAL PHARMACY / HEALTH & WELLBEING

- Direct Chemist Outlet / April Catalogue 2022
- Direct Chemist Outlet / Fall into these Savings! March Catalogue 2022
- Star Discount Chemist / Get Ready for Summer November 2020
- Your Local Pharmacy / March 2021 Marketing Campaign

REC1 - SPORTS AND FITNESS

- ALDI / Made to Move
- ALDI / Snow Gear 2021
- Kmart / Wellness Campaign 2021
- Out of House / 2021 AFL Grand Final

REC2 - CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

- ALDI / On the Road Again
- ARB 4x4 Accessories / 4x4 Culture Issue 60
- Bicycle Superstore / Spring 2021
- Great Australian Outdoors / Explore Australia with the Great Australian Outdoors Magazine

B2 - REAL ESTATE & PROPERTY

- Abadeen / Seychelles Brighton Le Sands
- Rumbalara Residences / Follow Your Rainbow
- SJD Group / Encore Double Bay

B3 - AUTOMOTIVE VEHICLES AND PARTS

- ARB 4x4 Accessories / 4x4 Culture Issue 60
- Kinchrome / Fit For A King – Fathers Day Sale
- Supercheap Auto / Make It Super
- Supercheap Auto / We Still Love You Bathurst

B4 - TOURISM, EDUCATION AND GOVERNMENT

- Andale School / Prospectus
- BankSA / BackSA Gift Guide
- Bureau of Meteorology / Calendar 2022
- Museums Victoria / Horridus: Journey of a Triceratops

B5 - OFFICE SUPPLIES / PRODUCT GUIDES

- Freedom / Autumn Winter 2021 Product Directory
- Infinity Commercial Furniture / 2022 Collection
- Krost Business Furniture / 2022 Catalogue
- Workwear Group / King Gee Special Wiro Bound Product Range

R1 - SUPERMARKETS

- ALDI / Master Kitchen
- Coles / Coles Magazine
- Ritchies Fine Food and Wine / Pentridge Coburg
- Woolworths / Christmas Food Guide 2020

R2 - LIQUOR

- Liquor Barons / Fathers Day Catalogue 2020
- Liquor Barons / Legit Locals 2020
- Liquor Barons / On The Hops Volume 10
- Ritchies Fine Food and Wine / Pentridge Coburg

R3 - CHAIN / DEPARTMENT STORES

- Autobarn / Making More Of Easter at Autobarn
- David Jones / Mother's Day
- Kmart / Christmas 2021
- Kmart / Mothers Day 2021

R4 - SPECIALTY RETAILERS - JEWELLERY, BOOKS, FABRICS, EYEWEAR, CUISINE

- Ferguson Plarre Bakehouses / Christmas 2021
- Janome / Christmas 2020
- Janome / May 2021 Mailer
- Kidstuff / Catalogue 2021/2022

R6 - ONLINE RETAILERS

- Baby Village 2021/22
- Beacon Lighting / Summer Catalogue 2021
- Freedom / Autumn Winter 2021 Catalogue
- Freedom / Lifewares AW21 Catalogue

R7 - POINT OF SALE / INSTORE DISPLAY

- Direct Chemist Outlet / Mother's Day Flyer 2022
- Direct Chemist Outlet / Swarm in for 1/2 Price Vitamins!

M1 - DIRECT MAIL - OVER 100,000 UNITS

- David Jones / JONES
- Nutrimerics / Christmas Brochure November A5 2020: 'Holiday beauty surprises'
- Nutrimerics / Christmas Brochure 2021 time to celebrate A5

M2 - DIRECT MAIL - UNDER 100,000 UNITS

- Infinity Commercial Furniture / 2022 Collection
- Mercy Super / Health Check Campaign
- Peter Sheppard / Autumn Winter 2021 Catalogue
- Priceline Pharmacy / YOU Magazine

P1 - MAGAZINES

- Coles / Coles Magazine
- Ball & Doggett / GSM Magazine Issue 16
- Lovatts Media / Nourish Magazine
- Woolworths / Fresh Ideas May 2021

P2 - BOOKS

- Great Australian Outdoors / The Field to Fork Cookbook - Second Helpings
- Harte International / Classic Agenda Heroes Issue 25 2021
- Museums Victoria / Horridus: Journey of a Triceratops
- Soul Publishing / Wine Beer & Spirits of the Fleurieu

D1 - PUBLICATIONS

- Beacon Lighting / Summer Catalogue
- Freedom / Lifewares AW21 Catalogue
- Lovatts Media / Nourish Magazine
- PFG Australia / Deutz-Fahr Warrior

D2 - CAMPAIGN

- Kmart / Halloween 2021
- David Jones / Skinnovation
- Lovatts Media / Nourish Vegan Awards
- Pillow Talk / A Spring Glimpse 2020

E1 - CREATIVE DESIGN AND EXECUTION

- Ball & Doggett / From Our Family to Yours
- Lovatts Media / Nourish Magazine
- Spicers / Precision Laser - the other BIG Australian legend
- Tiliqua Press / Ligature Journal Issue 10

E2 - BEST IN CLASS

- Abadeen / Seychelles, Brighton Le Sands
- Freedom / Lifewares AW21 Catalogue
- Mercy Super / Health Check Campaign
- Pillow Talk / Promise of Autumn 2021

E3 - EXCELLENCE IN ESG - ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE

- Kmart / Wellness Campaign 2021
- Mahlab / SecondBite
- Mahlab / United Nations Working Group
- The Salvation Army / Christmas Wishes 2020

E4 - CAMPAIGN SERIES - MULTI-CHANNEL

- ALDI / Christmas 2021
- Liquor Barons / Legit Locals 2020
- Myer / Make this Year Bigger than Christmas
- Supercheap Auto / Make It Super

E5 - PACKAGING AND LABELS

- Darrell Lee Confectionary Co. / Rocklea Road Raspberry
- Spicers / Manter Bereber Sand Ultra
- Spicers / Manter Ipanema White X-Dry WS
- The Happy Snack Company / Roasted Chickpeas Dark Chocolate & Raspberry

Get In Touch

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