

REAL
MEDIA
AWARDS

2021/22



AWARD
WINNERS
2021/22



CHIEF EXECUTIVE OFFICER



Welcome to the 2022 Real Media Awards, a special time of the year where we unite to celebrate our recent achievements. Returning to a physical event, albeit a smaller group this year due to venue limitations, the celebration together is the first step to the return of our Gala Awards.

The economic climate is challenging. From building teams, restructuring departments, implementing new and innovative strategies to achieve measurable success – the list goes on. However, what we have seen across the industry is strength and resilience coupled with inspiring creativity across your campaigns which we are all here to commemorate and recognise.

As many of you are aware The Real Media Collective and the Print & Visual Communication Association of Australia have merged to form one entity. To our valued members, thank you for your support in allowing us to reach this important milestone, to our future members we look to welcoming you on board as we build member categories for Retailers/Agencies/Brands, Producers, Distributors and Vendors across the membership offering in 2023.

Recent months we have seen catalogue and letterbox audience reach increase to 20.3 million Australians and magazine readership remains stable to high engagement, with readers spending on average approximately 30 minutes each week engaging with brands through print magazines, compared to 3 minutes a month via online magazines.

Our research this year into Australian and New Zealand consumers found that 72% of people find the design of a product's packaging influences their purchase decision. And a \$5.5 billion increase in sales growth from catalogues is why research suggests that audiences are more likely to trust and retain information when received through the letterbox.

Print marketing is here to stay and the COVID period only cemented this with over 11 million reporting they prefer to interact with brands through offline channels. That said, online, and offline channels have great strength in partnership, it is not one or the other, rather about creating cooperation between both across the fluid terrain of media our consumers traverse hour by hour. And research shows, when offline and online are included together, brands can enjoy a 74% of market-share growth.

Customers are also seeking a more sustainable approach to their consumption with 43% spending more on sustainable packaging products. This might be due to the fact that 57.4 million metric tonnes of electronic waste was generated across the world in 2021. With this in mind, we've seen the ethical relevance in your campaigns.

The insights, planning, scheduling, styling, and production of the campaigns we celebrate and recognise this evening tells a story, creating trusted engagement and successful promotion for your brands. With seasonal campaigns underway, the detail and optimised targeting for the campaigns being produced is the reason these awards exist and why memorability is so important in creating a community and network of trust between consumer and retailer.

Congratulations to all entrants for your successful body of work, your passion and determination, to the finalists and winners who have surpassed excellence, your work and achievements have been deservedly applauded. Well done, and I look forward to working with you all in the new year.

This is my final sign off as the Chief Executive Officer of The Real Media Collective, as I now step into the role as Chief Executive Officer, the Print & Visual Communication Association. We are working on a new brand and new name, however for now, thank you for all the support under the Collective and I look forward to our new future chapter with great excitement. Keep well,

Kellie Northwood
Chief Executive Officer
(Exiting) The Real Media Collective
(Incoming) Print and Visual
Communication Association

RICOH
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MAJOR AWARDS

BRAND OF THE YEAR

2021/22 WINNER

ALDI SUPERMARKETS
PRODUCED BY BMF



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#FocusOnForward

OTHER FINALISTS



DIRECT CHEMIST OUTLET
Produced by In-House Team



FREEDOM
Produced by The General Store



KMART
Produced by In-House Team

ive

We distribute to 17 million
Australians per week
through Australia's largest
media channel in terms of
reach, the Letterbox.

ivegroup.com.au



MAJOR AWARDS

MEDIA BRAND OF THE YEAR

2021/22 WINNER

NUTRIMETICS

PRODUCED BY IN-HOUSE TEAM



OTHER FINALISTS



DAVID JONES

Produced by Medium Rare
Content Agency



LOVATTS MEDIA

Produced by In-House Team



PETER SHEPPARD

Produced by
In-House Team and
Wellcom Worldwide

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REPLACE
non - renewable
packaging?
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UPM SPECIALTY PAPERS



MAJOR AWARDS

RETAILER OF THE YEAR

2021/22 WINNER

DIRECT CHEMIST OUTLET
PRODUCED BY IN-HOUSE TEAM



OTHER FINALISTS



LIQUOR BARONS

Produced by AT Creative
and In-House Team



NUTRIMETICS

Produced by In-House Team



PILLOW TALK

Produced by In-House Team



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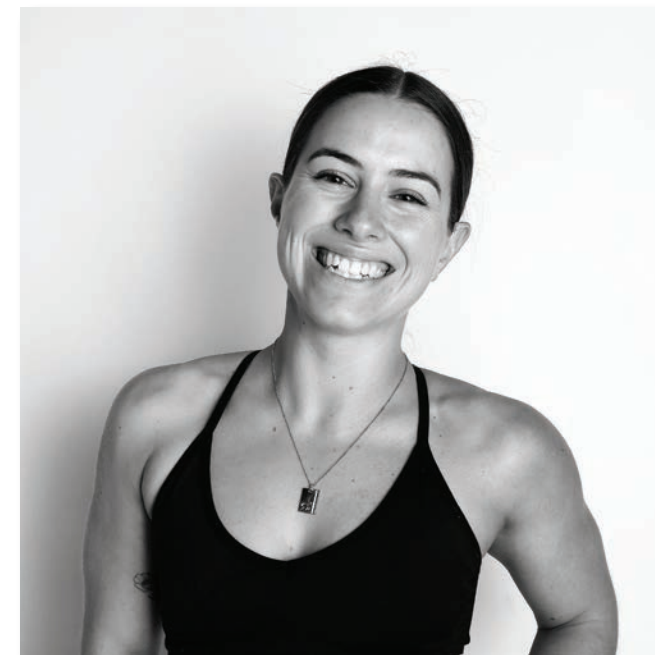


MAJOR AWARDS

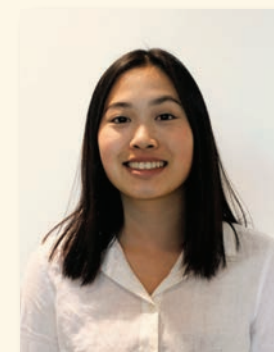
BEST EMERGING DESIGNER

2021/22 WINNER

ALICIA RIDLEY
LOVATTS MEDIA



OTHER FINALISTS



CHARLOTTE TIONG
Swinburne University



CHEE HONG LOW
Emerging Designer



KELSEY WADE
Emerging Designer



MAJOR AWARDS

BEST EMERGING TALENT

2021/22 WINNER

TESSA LOCKWOOD
KMART



OTHER FINALISTS



ANGUS WHALAN
BMF



KRISTEN NIKOLETTOS
IVE Distribution



TARA O'SULLIVAN
Repco

Sirio Color is a range of premium uncoated papers and boards available in 27 colours, 10 weights and is FSC® certified. Ideal for packaging, coordinated graphic materials and multiple specialty end uses, Sirio Color is a luxurious range with an inspiring palette.

SIRIO COLOR



Jasmine	Vermiglione	Foglia
Milkshake	Lampone	Royal Green
Nude	Cherry	Caffé
Sabbia	Vino	Cashmere
Paglierino	Dark Blue	Bruno
Limone	Iris	Perla
Gialloro	Turchese	Pietra
Arancio	Celeste	Antracite
Flamingo	Lime	Ultra Black

Contact your local Spicers representative to request a swatch, sample or mockup.



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(KERBSIDE)



BIODEGRADABLE



ELEMENTAL
CHLORINE FREE



LONG-LIFE
ARCHIVAL



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MANAGEMENT



ENVIRONMENTAL
MANAGEMENT
SYSTEMS



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ACID FREE



MILL
ACCREDITED



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MANAGEMENT
SYSTEMS



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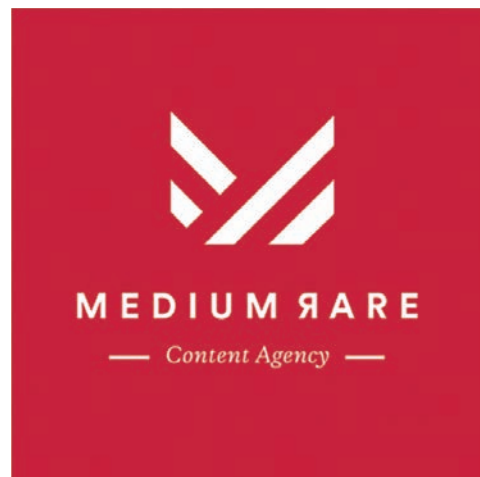


MAJOR AWARDS

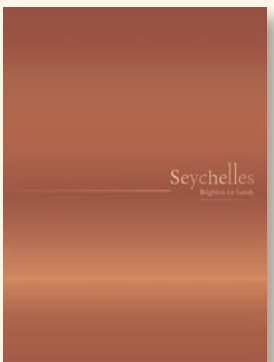
AGENCY OF THE YEAR

2021/22 WINNER

MEDIUM RARE CONTENT AGENCY



OTHER FINALISTS



ouragency



MAJOR AWARDS

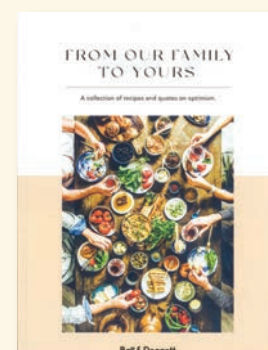
JUDGES' CHOICE

2021/22 WINNER

LOVATTS MEDIA
NOURISH MAGAZINE



CLIENT Lovatts Media
AGENCY In-House Team
TEAM LEADER Rachael Morris
CREATIVE DIRECTOR Alicia Ridley
ACCOUNT DIRECTOR Kirsty Tamplin
DESIGNER Alicia Ridley
COPYWRITER Rachael Morris and Sarah Webb
STYLIST In-House Team
PHOTOGRAPHER / ILLUSTRATOR Alicia Ridley
PRODUCTION MANAGER Tina Lee
PRE-PRESS COMPANY/PERSON In-House Team
PRINTER IVE
DISTRIBUTOR Are Direct
QUANTITY PRODUCED 350,000
STOCK UPM Silk



BALL & DOGGETT
 'From Our Family to Yours'
 Produced by In-House Team



BEACON LIGHTING
 'Winter Catalogue 2021'
 Produced by In-House Team

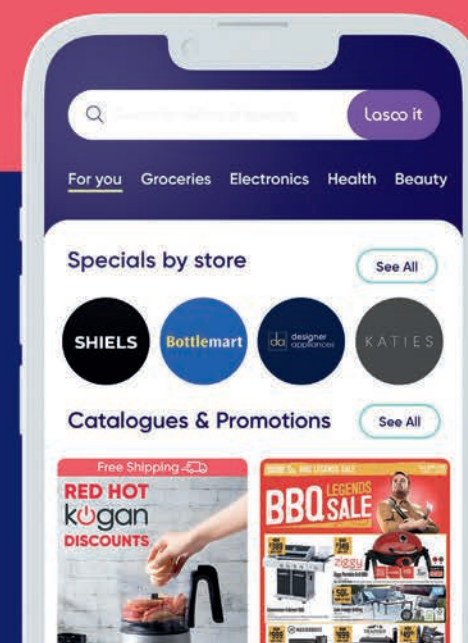


FREEDOM
 'Autumn Winter 2021'
 Produced by The General Store

Lasoo

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lasoo.com.au

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HOME



HOME

FURNITURE, BEDDING AND MANCHESTER

2021/22 WINNER

ALDI SUPERMARKETS
'MASTER KITCHEN'

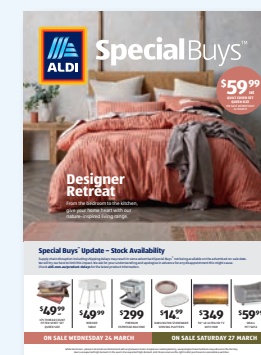


CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Jasmin Connor
DESIGNER Clint Hamilton and Yvette Munoz
COPYWRITER Grace Lemech
STYLIST BMF
PHOTOGRAPHER / PRODUCER / RETOUCHER
Cris Cordeiro, Audra Diciunas and Rhiannon Jansma
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 7.5 million
STOCK 51gsm Vantage

PROUDLY SPONSORED BY

lasco

- P17 KITCHENWARE AND HOME INTERIORS
- P18 FURNITURE, BEDDING AND MANCHESTER
- P19 WHITEGOODS, ELECTRICALS, ELECTRONICS
AND HOME ENTERTAINMENT
- P20 HOME IMPROVEMENT / HOME REPAIRS / HARDWARE



**ALDI
SUPERMARKETS**
'Designer Retreat'
Produced by BMF



PILLOW TALK
'A Spring Glimpse 2020'
Produced by In-House Team



PILLOW TALK
'Promise of Autumn 2021'
Produced by In-House Team



FURNITURE, BEDDING AND MANCHESTER

2021/22 WINNER

ALDI SUPERMARKETS
'SUMMER 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Brigitte Davies
DESIGNER Jang Varavarn and Rory Terre
COPYWRITER Grace Lemech
STYLIST BMF
PHOTOGRAPHER / PRODUCER / RETOUCHER
 Gavin Johns, Audra Diciunas, Rhiannon Jansma
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR IVE
QUANTITY PRODUCED 7.5 million
STOCK 49gsm Vantage



WHITEGOODS, ELECTRICALS AND HOME ENTERTAINMENT

2021/22 WINNER

ALDI SUPERMARKETS
'HOME COOK 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Jasmin Connor
DESIGNER Clint Hamilton and Yvette Munoz
COPYWRITER Grace Lemech
STYLIST BMF
PHOTOGRAPHER / PRODUCER / RETOUCHER
 Jane Kelly, Gavin Johns, Audra Diciunas, Rhiannon Jansma and Christopher Moore
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 7.5 million
STOCK 51gsm Vantage



FREEDOM
 'Autumn Winter 2021'
 Produced by The General Store



KMART
 'February Living 2022'
 Produced by In-House Team



PILLOW TALK
 'A Spring Glimpse 2020'
 Produced by In-House Team



CHEAP AS CHIPS
 'Gift Guide 2021'
 Produced by In-House Team /
 Martin Plunkett Creative



YAMAHA MUSIC AUSTRALIA
 'Nov - Dec 2020 Catalogue'
 Produced by In-House Team



YAMAHA MUSIC AUSTRALIA
 'Nov - Dec 2021 Catalogue'
 Produced by In-House Team



HOME IMPROVEMENT / REPAIRS / HARDWARE

2021/22 WINNER

BUNNINGS
'FATHER'S DAY 2020'



CLIENT Bunnings
AGENCY In-House Team
TEAM LEADER Sophia Lindsay
CREATIVE DIRECTOR The Brand Agency
ACCOUNT DIRECTOR Kathryn Griffiths
DESIGNER Rachel Grice, Alec Van der Velde and James Steele
COPYWRITER The Brand Agency
STYLIST The Brand Agency
PHOTOGRAPHER / ILLUSTRATOR The Brand Agency, Rhiannon Robinson and Bill Bassett
PRODUCTION MANAGER Joel Whiteoak
PRE-PRESS COMPANY/PERSON Greg McIntyre
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 4.9 million
STOCK Newsprint 42gsm

OTHER FINALISTS



BEACON LIGHTING
'Winter Catalogue 2021'
Produced by In-House Team



BUNNINGS
'Bunnings Magazine'
Produced by Medium Rare Content Agency

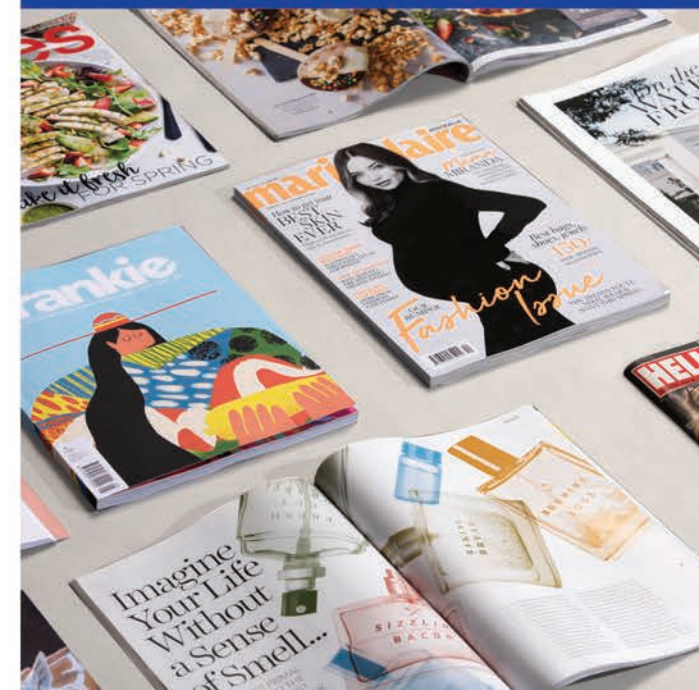
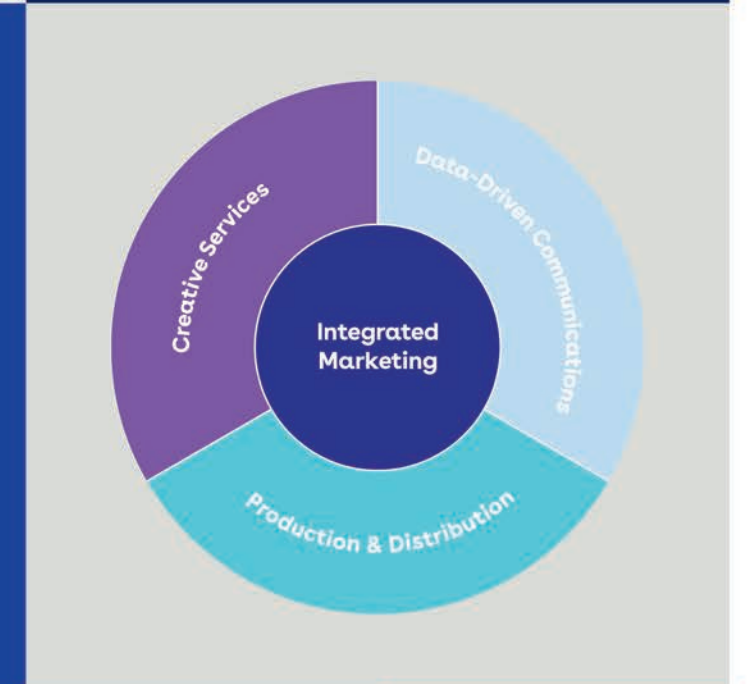


TOTAL TOOLS
'Gear Up'
Produced by In-House Team



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marketing
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FASHION

FASHION

WOMEN AND MEN'S APPAREL

2021/22 WINNER

ALDI SUPERMARKETS
'SNOW GEAR 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Brigitte Davies
DESIGNER Sarah Eccles and Yvette Munoz
COPYWRITER Grace Lemech
STYLIST Sarah Eccles, Kylie Warnke, Andrea Malessardi and Adi Lozancic
PHOTOGRAPHER / PRODUCER / RETOUCHER Stefan Leitner, Gavin Johns, Audra Diciunas, Rhiannon Jansma, Evie Hilliar
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 7.5 million
STOCK 51gsm Vantage

PROUDLY SPONSORED BY



- P23 WOMEN AND MEN'S APPAREL
- P24 GENERAL – SHOES, SWIMWEAR, MIXED APPAREL
- P25 CHILDREN'S TOYS & APPAREL



DAVID JONES
'Mother's Day'
Produced by Medium
Rare Content Agency



KMART
'Christmas 2021'
Produced by In-House Team



KMART
'Mother's Day 2021'
Produced by In-House Team

FASHION

GENERAL – SHOES, SWIMWEAR, MIXED APPAREL

2021/22 WINNER

PETER SHEPPARD
'AUTUMN WINTER 2021 COLLECTION'



CLIENT Peter Sheppard
AGENCY Wellcom Worldwide
TEAM LEADER Catherine Leon
CREATIVE DIRECTOR Catherine Leon
ACCOUNT DIRECTOR Jodie Bennett
DESIGNER Catherine Leon
COPYWRITER Elle Pierce
STYLIST Natalie James, Sarah Banger
PHOTOGRAPHER / ILLUSTRATOR Craig Banks
PRODUCTION MANAGER Amy Johnston
PRE-PRESS COMPANY/PERSON Charles Knight
PRINTER IVE
DISTRIBUTOR D&D Mailhouse
QUANTITY PRODUCED 92,000
STOCK Satin 118gsm Text / Matte 250gsm Cover

FASHION

CHILDREN'S TOYS & APPAREL

2021/22 WINNER

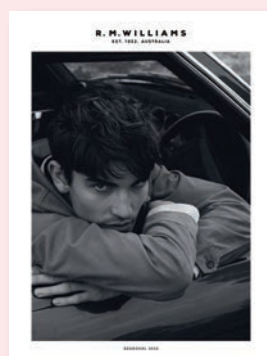
ALDI SUPERMARKETS
'SNOW GEAR 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Brigitte Davies
DESIGNER Sarah Eccles and Yvette Munoz
COPYWRITER Grace Lemech
STYLIST Sarah Eccles, Kylie Warnke, Andrea Malessardi and Adi Lozancic
PHOTOGRAPHER / PRODUCER / RETOUCHER Stefan Leitner, Gavin Johns, Audra Diciunas, Rhiannon Jansma, Evie Hilliar
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 7.5 million
STOCK 51gsm Vantage



PETER SHEPPARD
 'Spring Summer 2021
 Collection'
 Produced by Wellcom Worldwide



R.M. WILLIAMS
 'Seasonal 2022 Catalogue'
 Produced by In-House Team



WORKWEAR GROUP
 'Hard Yakka Footwear 2022
 Catalogue'
 Produced by In-House Team



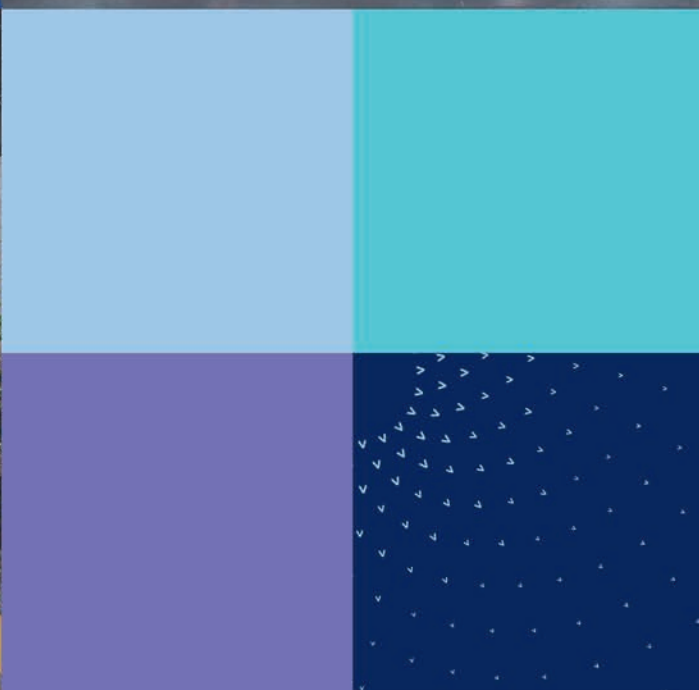
ALDI
 'Gift Guide 2021'
 Produced by BMF



BABY VILLAGE
 'Buying for Baby 2021/22'
 Produced by In-House Team



KMART
 'Baby Organic Campaign'
 Produced by In-House Team



COSMETICS AND PHARMACY



PROUDLY SPONSORED BY



P28 COSMETICS / SKINCARE
P29 GENERAL PHARMACY / HEALTH AND WELLBEING



COSMETICS AND PHARMACY

COSMETICS / SKINCARE

2021/22 WINNER

PRICELINE PHARMACY
'YOU MAGAZINE'



CLIENT Priceline Pharmacy
AGENCY Medium Rare Content Agency
TEAM LEADER Justine Cullen
CREATIVE DIRECTOR Hannah Martin
ACCOUNT DIRECTOR Cassidy Loane
DESIGNER Various
COPYWRITER Lisa Patulny
STYLIST Various
PHOTOGRAPHER / ILLUSTRATOR Various
PRODUCTION MANAGER Jessie Aylmore
PRE-PRESS COMPANY/PERSON News Production
PRINTER IVE
QUANTITY PRODUCED 188,000
STOCK 75gsm Vantage Super Gloss Text /
130gsm Lumi Gloss Cover



COSMETICS AND PHARMACY

GENERAL PHARMACY / HEALTH AND WELLBEING

2021/22 WINNER

DIRECT CHEMIST OUTLET
'FALL INTO THESE SAVINGS! MARCH 2022'



CLIENT Direct Chemist Outlet
AGENCY In-House Team
TEAM LEADER Nadeesha Gamage
CREATIVE DIRECTOR Bryttani Townsing and Ryan Fehily
DESIGNER Lizzie Spencer
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 693,680
STOCK 49gsm Local Vantage Lite LWC



NUTRIMETICS
'Christmas Brochure
November A4 2020:
'Holiday beauty surprises''
Produced by In-House Team



NUTRIMETICS
'Christmas Brochure A4
2021: Time to Celebrate
Deluxe Edition'
Produced by In-House Team



NUTRIMETICS
'Christmas Brochure A5
2021: Time to Celebrate'
Produced by In-House Team



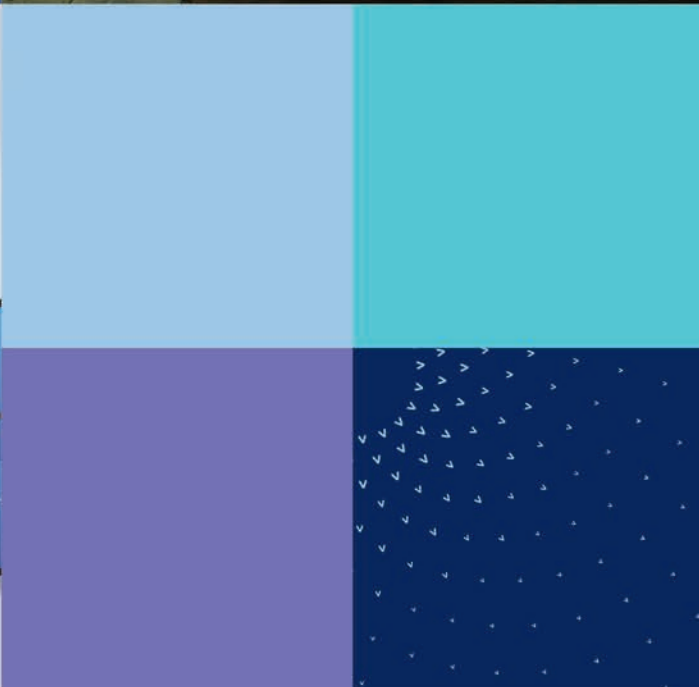
DIRECT CHEMIST OUTLET
'April Catalogue 2022'
Produced by In-House Team



STAR DISCOUNT CHEMIST
'Get Ready for Summer
November 2020'
Produced by In-House Team



YOUR LOCAL PHARMACY
'March 2021 Marketing
Campaign'
Produced by In-House Team



RECREATION AND LEISURE



PROUDLY SPONSORED BY



- P32 SPORTS AND FITNESS
- P33 CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

RECREATION AND LEISURE

SPORTS AND FITNESS

2021/22 WINNER

ALDI SUPERMARKETS
'SNOW GEAR 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER David J Cook
CREATIVE DIRECTOR Sophia Coghlan
ACCOUNT DIRECTOR Brigitte Davies
DESIGNER Sarah Eccles and Yvette Munoz
COPYWRITER Grace Lemech
STYLIST Sarah Eccles, Kylie Warnke, Andrea Malessardi and Adi Lozancic
PHOTOGRAPHER / PRODUCER / RETOUCHER Stefan Leitner, Gavin Johns, Audra Diciunas, Rhiannon Jansma, Evie Hilliar
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR Ovato
QUANTITY PRODUCED 7.5 million
STOCK 51gsm Vantage

RECREATION AND LEISURE

CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

2021/22 WINNER

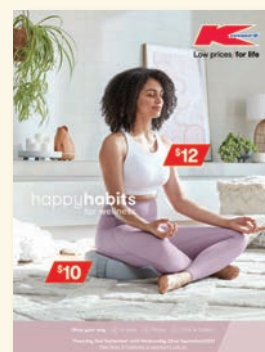
ARB 4X4 ACCESSORIES
4X4 CULTURE ISSUE 60



CLIENT ARB 4x4 Accessories
AGENCY Meraki St Creative
TEAM LEADER Jackie Yole
CREATIVE DIRECTOR Jessica Vigar
ACCOUNT DIRECTOR Lachlan McCann
DESIGNER Vanzella
COPYWRITER Jessica Vigar
STYLIST Jessica Vigar
PHOTOGRAPHER / ILLUSTRATOR Offroad Images
PRODUCTION MANAGER Lachlan McCann
PRE-PRESS COMPANY/PERSON Splitting Image
PRINTER Ovato
DISTRIBUTOR ARB 4x4 Accessories
QUANTITY PRODUCED 50,000
STOCK 104gsm Somerset Matt/Satin



ALDI SUPERMARKETS
 'Made to Move'
 Produced by BMF



KMART
 'Wellness Campaign 2021'
 Produced by In-House Team



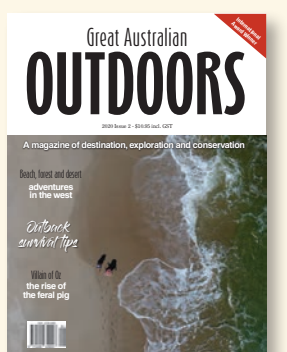
OUT OF HOUSE
 '2021 AFL Grand Final'
 Produced by Tourism WA



ALDI
 'On the Road Again'
 Produced by BMF

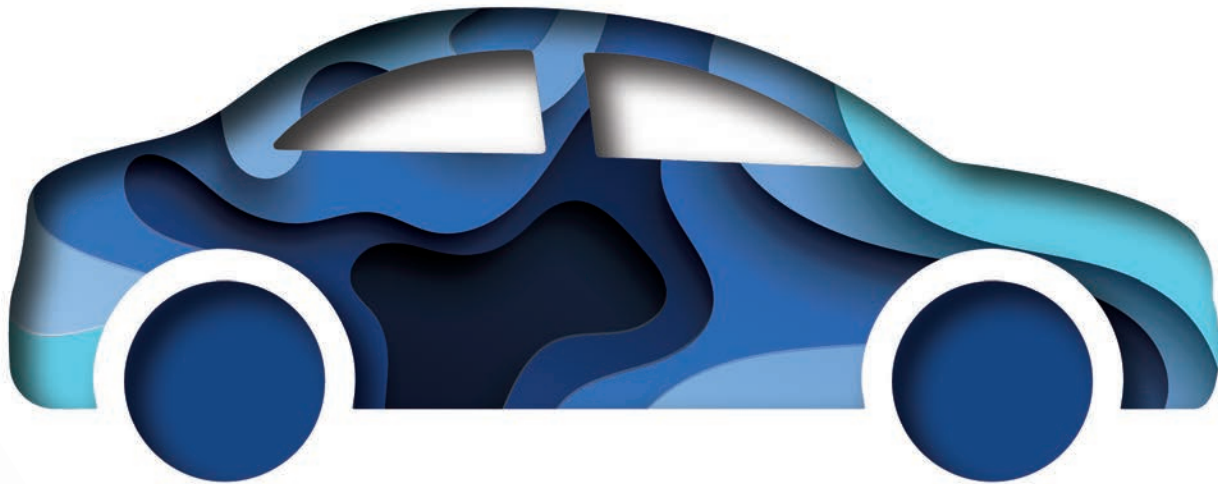


BICYCLE SUPERSTORE
 'Spring 2021'
 Produced by In-House Team



GREAT AUSTRALIAN OUTDOORS
 'Great Australian Outdoors Magazine'
 Produced by In-House Team

B2C



B2C

REAL ESTATE AND PROPERTY

2021/22 WINNER

SJD GROUP
‘ENCORE DOUBLE BAY’



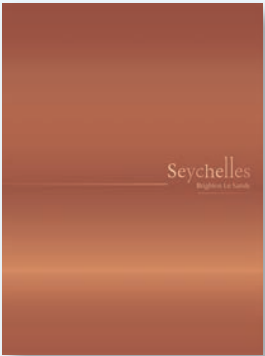
CLIENT SJD Group
AGENCY Our Agency
TEAM LEADER Anthony Denman
CREATIVE DIRECTOR Victor Li
ACCOUNT DIRECTOR Our Agency
DESIGNER Hannix Shen
COPYWRITER Our Agency
PHOTOGRAPHER / ILLUSTRATOR Pavel Trotsenko
PRODUCTION MANAGER Rawson
PRE-PRESS COMPANY/PERSON Rawson
PRINTER Rawson
DISTRIBUTOR In-House Team
QUANTITY PRODUCED 150
STOCK Sovereign Silk Text / Curious Metallic Ice Gold
Cover + end papers

PROUDLY SPONSORED BY



- P35 REAL ESTATE AND PROPERTY
- P36 AUTOMOTIVE VEHICLES AND PARTS
- P37 TOURISM, EDUCATION AND GOVERNMENT
- P38 OFFICE SUPPLIES / PRODUCT GUIDES

OTHER FINALISTS



ABADEEN
‘Seychelles Brighton Le Sands’
Produced by Our Agency



RUMBALARA RESIDENCES
‘Follow Your Rainbow’
Produced by Our Agency



AUTOMOTIVE VEHICLES AND PARTS

2021/22 WINNER
ARB 4X4 ACCESSORIES
‘4X4 CULTURE ISSUE 60’



CLIENT ARB 4x4 Accessories
AGENCY Meraki St Creative
TEAM LEADER Jackie Yole
CREATIVE DIRECTOR Jessica Vigar
ACCOUNT DIRECTOR Lachlan McCann
DESIGNER Vanzella
COPYWRITER Jessica Vigar
STYLIST Jessica Vigar
PHOTOGRAPHER / ILLUSTRATOR Offroad Images
PRODUCTION MANAGER Lachlan McCann
PRE-PRESS COMPANY/PERSON Splitting Image
PRINTER Ovato
DISTRIBUTOR ARB 4x4 Accessories
QUANTITY PRODUCED 50,000
STOCK 104gsm Somerset Matt/Satin



TOURISM, EDUCATION AND GOVERNMENT

2021/22 WINNER
BANKSA
‘BACKSA GIFT GUIDE 2020’



CLIENT BankSA
AGENCY Medium Rare Content Agency
TEAM LEADER Jo McKay
CREATIVE DIRECTOR Christie Brewster
ACCOUNT DIRECTOR Samantha O'Brien
DESIGNER Christie Brewster
COPYWRITER Sudeshna Ghosh
STYLIST Alexis Teasdale
PHOTOGRAPHER / ILLUSTRATOR Various
PRODUCTION MANAGER Michelle O'Brien
PRE-PRESS COMPANY/PERSON News Ltd
PRINTER Ovato
DISTRIBUTOR IVE
QUANTITY PRODUCED 398,000
STOCK 75gsm Gloss Text / 150gsm Gloss + Gloss Machine Varnish Cover



KINCROME
‘Fit For A King -
Fathers Day Sale’
Produced by In-House Team



SUPERCHEAP AUTO
‘Make It Super’
Produced by The Monkeys /
Maud / In-House Team



SUPERCHEAP AUTO
‘We Still Love You Bathurst’
Produced by The Monkeys /
In-House Team



ANDALE SCHOOL
‘Prospectus’
Produced by IVE / Creative
Services



BUREAU OF METEOROLOGY
‘Calendar 2022’
Produced by In-House Team



MUSEUMS VICTORIA
‘Horridus: Journey of
a Triceratops’
Produced by In-House Team

2021/22 WINNER

WORKWEAR GROUP

'KING GEE SPECIAL WIRO BOUND PRODUCT RANGE'



CLIENT Workwear Group
AGENCY In-House Team
TEAM LEADER Kathryn Dawson-Lee
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 2000
STOCK Sovereign Silk throughout
 (350gsm Tabs and 150gsm Text)



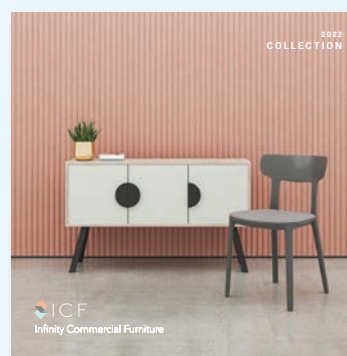
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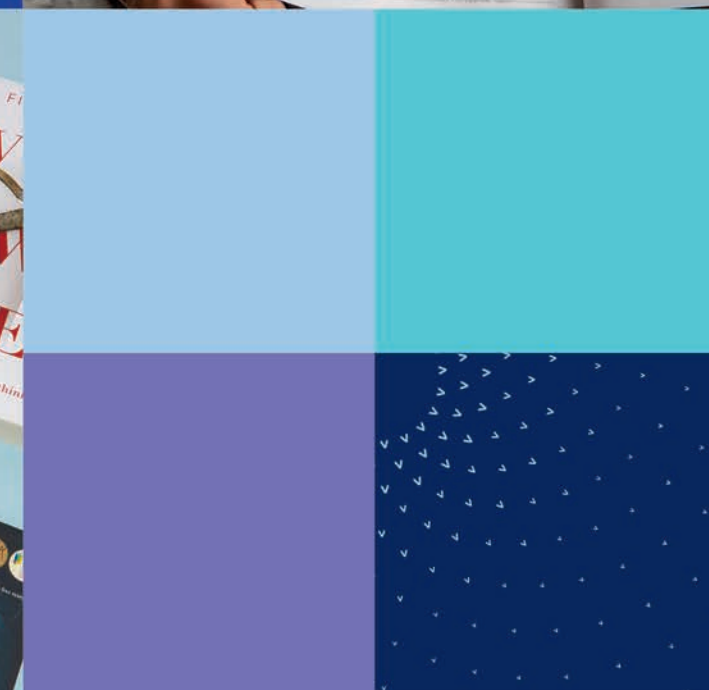
FREEDOM
 'Autumn Winter 2021
 Product Directory'
 Produced by In-House Team



**INFINITY COMMERCIAL
FURNITURE**
 '2022 Collection'
 Produced by Nuance Branding
 & Design



**KROST BUSINESS
FURNITURE**
 '2022 Catalogue'
 Produced by In-House Team



RETAIL



RETAIL

SUPERMARKETS

2021/22 WINNER

WOOLWORTHS SUPERMARKETS 'CHRISTMAS FOOD GUIDE 2020'



CLIENT Woolworths Supermarkets
AGENCY Wellcom Worldwide
TEAM LEADER Jordan Haber
CREATIVE DIRECTOR Ant Gilbert
ACCOUNT DIRECTOR Christena Ghanem
DESIGNER Liza Vella
COPYWRITER M&C Saatchi
STYLIST Sally Parker
PHOTOGRAPHER / ILLUSTRATOR Sean Thomas
PRODUCTION MANAGER Natalie Abiharb
PRE-PRESS COMPANY/PERSON Wellcom Worldwide
PRINTER Ovato
DISTRIBUTOR IVE
QUANTITY PRODUCED 6.5 million
STOCK 90gsm Matt

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ive

- P41 SUPERMARKETS
- P42 LIQUOR
- P43 CHAIN / DEPARTMENT STORES
- P44 SPECIALTY RETAILERS – JEWELLERY, BOOKS, FABRICS, EYEWEAR, CUISINE
- P45 ONLINE RETAILERS
- P46 POINT OF SALE / INSTORE DISPLAY



ALDI SUPERMARKETS
'Master Kitchen'
 Produced by BMF



COLES SUPERMARKETS
'Coles Magazine'
 Produced by Medium Rare Content Agency



RITCHIES FINE FOOD AND WINE
'Pentridge Coburg'
 Produced by Visual Traffic and Media Projects



RETAIL

LIQUOR

2021/22 WINNER

LIQUOR BARONS
'LEGIT LOCALS 2020'



CLIENT Liquor Barons
AGENCY AT Creative
TEAM LEADER Chris O'Brien
CREATIVE DIRECTOR Andrew Tinning
ACCOUNT DIRECTOR Richard Verney
DESIGNER Andrew Tinning
COPYWRITER Andrew Tinning
PHOTOGRAPHER / ILLUSTRATOR Simon Westlake
PRODUCTION MANAGER Craig Nolan
PRE-PRESS COMPANY/PERSON AT Creative
PRINTER Ovato and Quality Press
DISTRIBUTOR Ovato, West Australian, In-store and Australia Post
QUANTITY PRODUCED 522,736
STOCK 65gsm Gloss



RETAIL

CHAIN / DEPARTMENT STORES

2021/22 WINNER

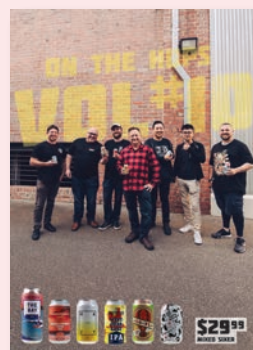
KMART
'CHRISTMAS 2021'



CLIENT Kmart
AGENCY DDB
TEAM LEADER Charlotte Gergely and Natalie McAdam
CREATIVE DIRECTOR Ryan Purcell and Nicole Hayes
COPYWRITER DDB
PHOTOGRAPHER / ILLUSTRATOR Wellcom
PRODUCTION MANAGER In-House Team
PRE-PRESS COMPANY/PERSON In-House Team
PRINTER In-House Team
DISTRIBUTOR In-House Team



LIQUOR BARONS
'Fathers Day Catalogue 2020'
Produced by In-House Team



LIQUOR BARONS
'On The Hops Volume #10'
Produced by AT Creative



RITCHIES FINE FOOD AND WINE
'Pentridge Coburg'
Produced by Visual Traffic and Media Projects



AUTOBARN
'Making More Of Easter at Autobarn'
Produced by In-House Team



DAVID JONES
'Mother's Day'
Produced by Medium Rare Content Agency



KMART
'Mother's Day 2021'
Produced by In-House Team



RETAIL

SPECIALTY RETAILERS – JEWELLERY, BOOKS, FABRICS, EYEWEAR, CUISINE

2021/22 WINNER

FERGUSON PLARRE BAKEHOUSES
‘CHRISTMAS 2021’



CLIENT Ferguson Plarre Bakehouses
AGENCY In-House Team
TEAM LEADER Chris Cotton
CREATIVE DIRECTOR Danielle Kefalas
ACCOUNT DIRECTOR Daniel Worthington
DESIGNER Danielle Kefalas
COPYWRITER Chris Cotton and Daniel Worthington
STYLIST Peta Gray
PHOTOGRAPHER / ILLUSTRATOR Brent Parker Jones
PRODUCTION MANAGER Rhiannon Darby
PRE-PRESS COMPANY/PERSON Stuart Trueman
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 263,000
STOCK 115gsm Satin



RETAIL

ONLINE RETAILERS

2021/22 WINNER

BEACON LIGHTING
‘SUMMER CATALOGUE 2021’



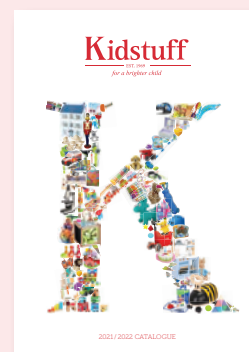
CLIENT Beacon Lighting
AGENCY In-House Team
TEAM LEADER Kara Matthews
CREATIVE DIRECTOR Diana Di Corleto
ACCOUNT DIRECTOR Prue Robinson
DESIGNER Megan Scollo
COPYWRITER Lolita Dsouza
STYLIST Deborah McLean
PHOTOGRAPHER / ILLUSTRATOR Lucas Allen
PRODUCTION MANAGER Kara Matthews
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE Distribution
QUANTITY PRODUCED 1.5 million
STOCK 75gsm UPM Star Silk



JANOME
‘Christmas 2020’
Produced by JMAcreative



JANOME
‘May 2021 Mailer’
Produced by JMAcreative



KIDSTUFF
‘A Spring Glimpse 2020’
Produced by NGA Creative
and In-house Team



BABY VILLAGE
‘Buying for Baby 2021/22’
Produced by In-House Team



FREEDOM
‘Autumn Winter 2021
Catalogue’
Produced by The General Store



FREEDOM
‘Lifewares AW21 Catalogue’
Produced by The General Store



RETAIL

POINT OF SALE / INSTORE DISPLAY

2021/22 WINNER

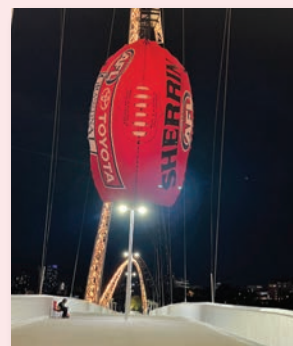
DIRECT CHEMIST OUTLET
'MOTHER'S DAY FLYER 2022'



CLIENT Direct Chemist Outlet
AGENCY In-House Team
TEAM LEADER Nadeesha Gamage
CREATIVE DIRECTOR Bryttani Townsing and Ryan Fehily
DESIGNER Lizzie Spencer
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 25,050
STOCK Multiple



DIRECT CHEMIST OUTLET
'August Catalogue 2021'
Produced by In-House Team



OUT OF HOUSE
'2021 AFL Grand Final'
Produced by Tourism WA

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MAIL



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P49 DIRECT MAIL – OVER 100,000 UNITS
P50 DIRECT MAIL – UNDER 100,000 UNITS



MAIL

CAMPAIGNS OVER 100,000 UNITS

2021/22 WINNER

NUTRIMETICS

‘CHRISTMAS BROCHURE 2021 ‘TIME TO CELEBRATE’’



CLIENT Nutrimetics
AGENCY In-House Team
TEAM LEADER Lee Worsley
CREATIVE DIRECTOR Lee Worsley
DESIGNER Lee Worsley
COPYWRITER Caroline Davies
STYLIST Sheridan Davey
PHOTOGRAPHER / ILLUSTRATOR Edward Urrutia and Steven Chee
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
MAIL HOUSE Blue Star
QUANTITY PRODUCED 250,000
STOCK 200gsm Gloss Cover/ 80gsm Gloss Text



DAVID JONES
‘JONES’
Produced by Medium Rare
Content Agency



NUTRIMETICS
‘Christmas Brochure
November A5 2020:
‘Holiday beauty surprises’
Produced by In-House Team



MAIL

CAMPAIGNS UNDER 100,000 UNITS

2021/22 WINNER

INFINITY COMMERCIAL FURNITURE
'2022 COLLECTION'



CLIENT Infinity Commercial Furniture
AGENCY Nuance Branding & Design
TEAM LEADER Darren Mifsud and Shaun Mooney
CREATIVE DIRECTOR Michael Noone
DESIGNER Michael Noone
COPYWRITER Shaun Mooney
STYLIST Michael Noone
PHOTOGRAPHER / ILLUSTRATOR Eden Connell
PRE-PRESS COMPANY/PERSON Hero Print
PRINTER Hero Print
MAIL HOUSE Australia Post
QUANTITY PRODUCED 1500
STOCK 100gsm Laser Bond Text / 300gsm Laser Bond Cover

PUBLISHING



MERCY SUPER
 'Health Check Campaign'
 Produced by Conversify and
 In-House Team



PETER SHEPPARD
 'Autumn Winter 2021 Catalogue'
 Produced by Wellcom Worldwide



PRICELINE PHARMACY
 'YOU Magazine'
 Produced by Medium Rare
 Content Agency

PROUDLY SPONSORED BY



P52 MAGAZINES
 P53 BOOKS



PUBLISHING

MAGAZINES

2021/22 WINNER

COLES SUPERMARKETS
'COLES MAGAZINE'



CLIENT Coles Supermarkets
AGENCY Medium Rare Content Agency
TEAM LEADER Jacqui Kwong
CREATIVE DIRECTOR Sophia Park
ACCOUNT DIRECTOR Kellie Hammond
DESIGNER Sabine Schmitz
COPYWRITER Various
STYLIST Various
PHOTOGRAPHER / ILLUSTRATOR Various
PRODUCTION MANAGER Chrissy Fragkakis
PRE-PRESS COMPANY/PERSON News Production
PRINTER IVE
DISTRIBUTOR Ovato
QUANTITY PRODUCED 1.8 million
STOCK FSC, 65gsm Text, 150gsm Cover

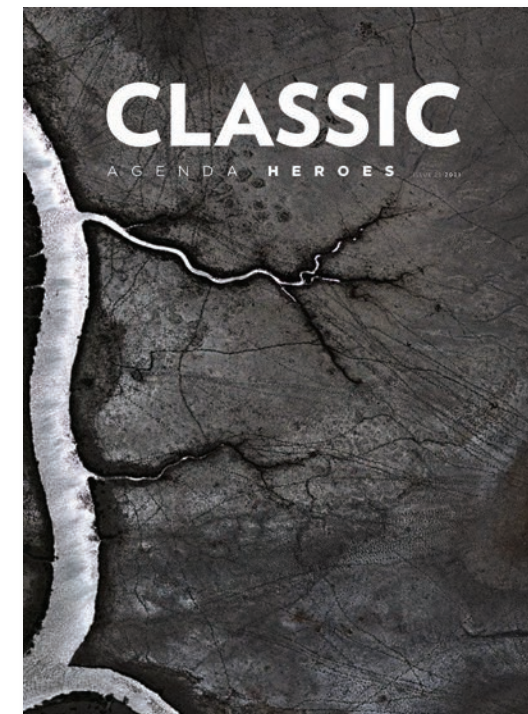


PUBLISHING

BOOKS

2021/22 WINNER

HARTE INTERNATIONAL
'CLASSIC AGENDA HEROES ISSUE 25 2021'



CLIENT Harte International
AGENCY In-House Team
TEAM LEADER Phil Harte
CREATIVE DIRECTOR Martha Clegg
ACCOUNT DIRECTOR Phil Harte
DESIGNER Martha Clegg
COPYWRITER Nick Nichols
STYLIST Martha Clegg
PHOTOGRAPHER / ILLUSTRATOR Phil Harte and Waded
PRODUCTION MANAGER Clint Malone
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 2,100
STOCK 150gsm Hanno Bulk Gloss FSC Mix



BALL & DOGGETT
'GSM Magazine Issue 16'
Produced by Zoo Creative



LOVATTS MEDIA
'Nourish Magazine'
Produced by In-House Team



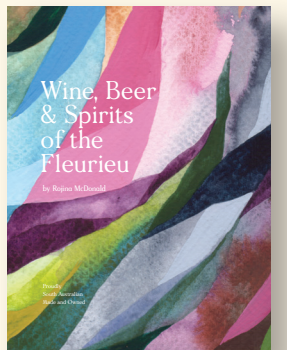
WOOLWORTHS SUPERMARKETS
'Fresh Ideas Magazine May 2021'
Produced by SUDDENLY



GREAT AUSTRALIAN OUTDOORS
'The Field to Fork Cookbook - Second Helpings'
Produced by In-House Team



MUSEUMS VICTORIA
'Horridus: Journey of a Triceratops'
Produced by In-House Team

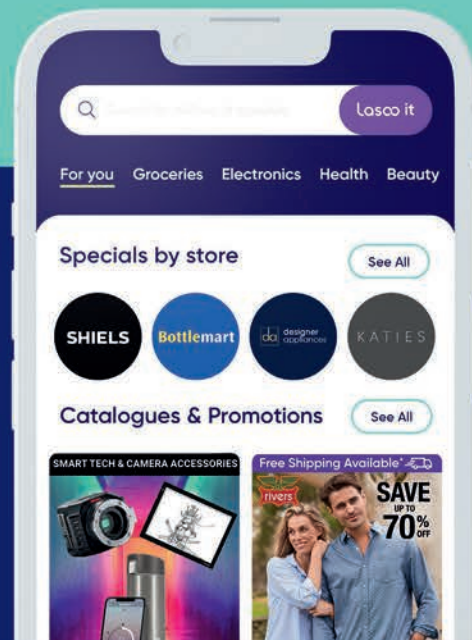


SOUL PUBLISHING
'Wine Beer & Spirits of the Fleurieu'
Produced by In-House Team

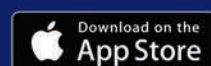
Lasoo

Shop specials
from Australia's
most loved
retailers.

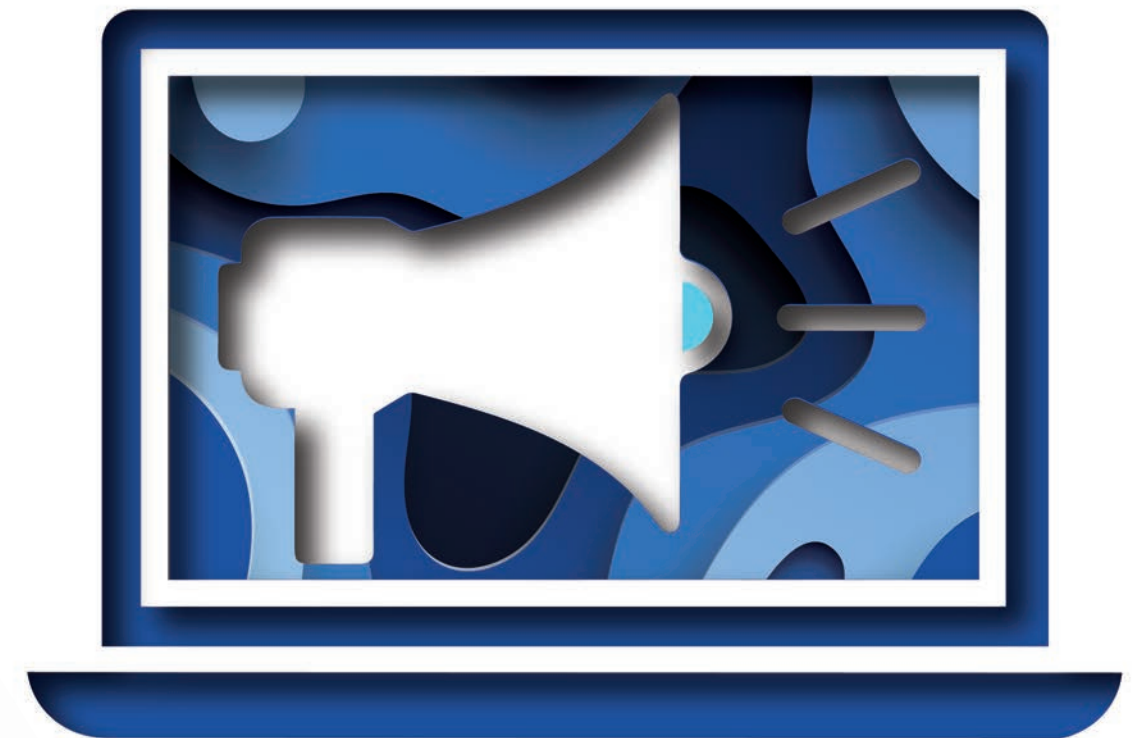
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DIGITAL



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P56 PUBLICATIONS
P57 CAMPAIGN

PUBLICATIONS

2021/22 WINNER

FREEDOM
‘LIFEWARES AW21 DIGITAL CATALOGUE’



CLIENT Freedom
AGENCY The General Store
TEAM LEADER Darija Djeric
CREATIVE DIRECTOR Reeshma Bhanji
ACCOUNT DIRECTOR Laura Poppa
DESIGNER Reeshma Bhanji
COPYWRITER Reeshma Bhanji
STYLIST Natalie Turnbull
PHOTOGRAPHER / ILLUSTRATOR Victoria Zschommler

CAMPAIGN

2021/22 WINNER

KMART
‘HALLOWEEN 2021’



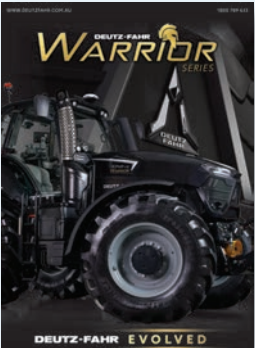
CLIENT Kmart
AGENCY In-House Team
TEAM LEADER Natalie McAdam
CREATIVE DIRECTOR Jocey Wright
PHOTOGRAPHER / ILLUSTRATOR Wellcom



BEACON LIGHTING
‘Summer Catalogue’
Produced by In-House Team



LOVATTS MEDIA
‘Nourish Magazine’
Produced by In-House Team



PFG AUSTRALIA
‘Deutz-Fahr Warrior Brochure’
Produced by In-House Team



DAVID JONES
‘Skinnovation’
Produced by Medium Rare Content Agency



LOVATTS MEDIA
‘Nourish Vegan Awards’
Produced by In-House Team



PILLOW TALK
‘A Spring Glimpse 2020’
Produced by In-House Team



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EXCELLENCE IN CRAFT



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P60	CREATIVE DESIGN AND EXECUTION
P61	BEST IN CLASS
P62	EXCELLENCE IN ESG – ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE
P63	CAMPAIGN SERIES – MULTI-CHANNEL
P64	PACKAGING AND LABELS



EXCELLENCE IN CRAFT

CREATIVE DESIGN AND EXECUTION

2021/22 WINNER

TILIQUEA PRESS
'LIGATURE JOURNAL ISSUE 10'



CLIENT Tiliqua Press

AGENCY In-House Team

TEAM LEADER / CREATIVE DIRECTOR / ACCOUNT DIRECTOR Felix Oppen

DESIGNER Peita Jackson, Amanda Fung, Amy Toma, Joanne Tran, Lucy Chambers, Saafiyah Hussain and Ann Bach

COPYWRITER Jacqueline Hill, Annie McKinnon, Caroline Tjung, Caroline Pidcock, Michael Spackman, Ruby Laxton, Dr Jenny Grigg, Graham Rendoth, Kate Riley, Bec Adamczewski, Lucy Guernier, Micke Lindebergh, Sophie Biet, Tatanja Ross, John Lucas and Felix Oppen

PHOTOGRAPHER / ILLUSTRATOR Amanda Fung, Amy Toma, Joanne Tran, Lucy Chambers, Peita Jackson, Ann Bach, Saafiyah Hussain

PRODUCTION MANAGER Felix Oppen

PRE-PRESS COMPANY/PERSON Felix Oppen, Peita Jackson

PRINTER SEED Print Group

DISTRIBUTOR Tiliqua Press

QUANTITY PRODUCED 500

STOCK Cover: Stephen, Pitch Brown 360gsm. Text: Pacesetter Laser 100gsm, PrecisionLaser 90gsm, Revive Laser 90gsm, Monza Gloss 130gsm, Optix Zeto Lime 140gsm, and Optix Zoda Lemon 140gsm



EXCELLENCE IN CRAFT

BEST IN CLASS

2021/22 WINNER

MERCY SUPER
'HEALTH CHECK CAMPAIGN'



CLIENT Mercy Super

AGENCY In-House Team in conjunction with Conversify's Design Team

TEAM LEADER Craig Keath (Mercy Super)

ACCOUNT DIRECTOR Bronwyn Smith (Conversify)

DESIGNER Danielle Altamura (Mercy Super) and Reni Florentina (Conversify)

COPYWRITER Danielle Altamura and Craig Keath (Mercy Super)

PHOTOGRAPHER / ILLUSTRATOR Philip Sheen

PRODUCTION MANAGER Ryan Doyle

PRE-PRESS COMPANY/PERSON Mark Anderson

PRINTER Conversify

DISTRIBUTOR Australia Post

QUANTITY PRODUCED 18,000 annually

STOCK 200gsm Sovereign Offset



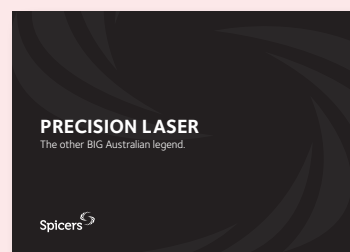
BALL & DOGGETT

'From Our Family to Yours'
Produced by In-House Team



LOVATTS MEDIA

'Nourish Magazine'
Produced by In-House Team



SPICERS

'Precision Laser - the other
BIG Australian legend'
Produced by In-House Team



ABADEEN

'Seychelles, Brighton Le Sands'
Produced by Our Agency



FREEDOM

'Lifewares AW21 Catalogue'
Produced by The General Store



PILLOW TALK

'Promise of Autumn 2021'
Produced by In-House Team



EXCELLENCE IN CRAFT

EXCELLENCE IN ESG - ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE

2021/22 WINNER

KMART
'WELLNESS CAMPAIGN 2021'



CLIENT Kmart
AGENCY In-House Team
TEAM LEADER Renae Arnold, Bec Clancey and Carly Sexton
CREATIVE DIRECTOR Nicole Hayes
ACCOUNT DIRECTOR Mary Pho & Ryan Purcell
DESIGNER Wellcom Group
COPYWRITER Wellcom Group
STYLIST Wellcom Group
PHOTOGRAPHER / ILLUSTRATOR Wellcom Group
PRODUCTION MANAGER Wellcom Group



EXCELLENCE IN CRAFT

CAMPAIGN SERIES - MULTI-CHANNEL

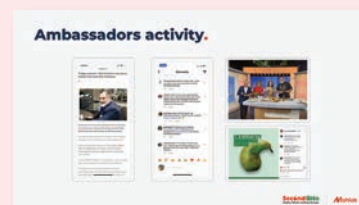
2021/22 WINNER

ALDI SUPERMARKETS
'CHRISTMAS 2021'



CLIENT ALDI Supermarkets
AGENCY BMF
TEAM LEADER Amelia Nolan and Bryan Bryant-Steeds
CREATIVE DIRECTOR Sophia Coghlan and David Cook
ACCOUNT DIRECTOR Zane Hilder, Brigitte Davies, Joseph Istiphan, Lucia Tse, Cass Carlsson, Rachel Drake
DESIGNER Dana al Habel, Duncan Macarthur, Clint Hamilton, Nick Montenegro, Jang Varavarn, Daniel Pritchard, Paula Sang, Rory Terre, Robert Stenning, Yvette Munoz
COPYWRITER Grace Lemech
STYLIST Bantam Studios
PHOTOGRAPHER / PRODUCER / RETOUCHER Audria Diciunas, Gavin Johns, Jane Kelly, Cris Cordeiro, Tom Wholohan and Stu McAndrew
PRODUCTION MANAGER Julie Sorrell
PRE-PRESS COMPANY/PERSON Lauren Swaab
PRINTER Ovato
DISTRIBUTOR IVE
QUANTITY PRODUCED 7.5 million per wee
STOCK 49gsm Vantage

OTHER FINALISTS



MAHLAB
'SecondBite'
Produced by In-House Team



MAHLAB
'United Nations Working Group'
Produced by In-House Team



THE SALVATION ARMY
'Christmas Wishes 2020'
Produced by Robejohn



LIQUOR BARONS
'Legit Locals 2020'
Produced by AT Creative



MYER
'Make this Year Bigger than Christmas'
Produced by Clemenger BBDO



SUPERCHEAP AUTO
'Make It Super'
Produced by The Monkeys / Maud / In-House Team



EXCELLENCE IN CRAFT

PACKAGING AND LABELS

2021/22 WINNER

SPICERS

‘MANTER IPANEMA WHITE X-DRY WS’



CLIENT Spicers

AGENCY Harcus Design

CREATIVE DIRECTOR Annette Harcus

ACCOUNT DIRECTOR Jasmin Connor

PRINTER MCC Labels

DISTRIBUTOR Spicers

QUANTITY PRODUCED 3,000

STOCK Manter Ipanema White X-Dry WS



**DARRELL LEE
CONFECTIONARY CO.**

‘Rocklea Road Raspberry’
Produced by In-House Team



SPICERS

‘Manter Bereber Sand Ultra’
Produced by Harcus Design



**THE HAPPY SNACK
COMPANY**

‘Roasted Chickpeas Dark
Chocolate & Raspberry’
Produced by Partner Foods
In-House Team



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+61 3 9421 2206
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Suite 6, 151 Barkly Ave
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