



REAL
MEDIA
AWARDS



2023 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 success at **Aerial, South Wharf** on **Friday 17th November** at **6.30pm**.

Go to <https://events.humanitix.com/real-media-awards-2023-gala-night> 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 2023.
Congratulations to all finalists, and good luck!



Phillip Mariette
Events Manager
Real Media Awards

MAJOR AWARDS

BRAND OF THE YEAR

Sponsored by RICOH

- ARB
- Beacon Lighting
- Freedom
- Spicers

RETAILER OF THE YEAR

Sponsored by IVE Group

- Chemist Warehouse
- Officeworks
- Spotlight Retail Group
- Woolworths

JUDGES CHOICE

Sponsored by SOUTHERN IMPACT

- Freedom - AW23 Homewares Campaign
- Kwik Kopy - Sustainable Print DM Campaign
- Spicers - Boundless Immersive
- Vicinity Centre - Monopoly

AGENCY OF THE YEAR

Sponsored by BALL & DOGGETT

- BMF
- Medium Rare Content Agency

BEST EMERGING DESIGNER

Sponsored by SPICERS

- Christopher Vu - Chemist Warehouse
- Courtney Newman - Ball & Doggett
- Vi Vuong - Direct Chemist Outlet

BEST EMERGING TALENT

Sponsored by MEDIA SUPER

- Alanna Delvecchio - Kmart
- Jacinta Allen - Breen Printing
- Mark Acheson - Kindly
- Niki Glastras-Pokia - Kwik Kopy Surry Hills



H1 - KITCHENWARE & HOME INTERIORS

Sponsored by HP

- ALDI - Modern Forms Week 28 2022
- Beacon Lighting - Winter Living Campaign
- Freedom - AW23 Homewares Campaign
- Kmart - Feb Living

H2 - FURNITURE, BEDDING & MANCHESTER

Sponsored by HP

- ALDI - Modern Forms Week 28 2022
- Cheap as Chips - Homelife June 2022
- Freedom - AW23 Homewares Campaign
- Harris Scarfe - Sleep in Style Bedroom Showcase

H3 - WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT

Sponsored by HP

- Back To School Catalogue 2022
- JB Hifi - Christmas 2022 Gift Guide
- JB Hifi - STACK Magazine March 2023
- Officeworks Magazine

H4 - HOME IMPROVEMENT / REPAIRS / HARDWARE

Sponsored by HP

- ALDI - Lawn & Order Week 7 2023
- Mitre10 - Dad Hero August 2022
- Total Tools - Christmas 2022
- Total Tools - June 2022

F1 - WOMEN AND MEN'S APPAREL

Sponsored by SAPPI

- ALDI - Made to Move Week 4 2023
- ALDI - Winter Apparel Week 23 2022
- Anaconda - Puffer Jacket Winter
- Spotlight - MAKER Fashion Catalogue

F2 - GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

Sponsored by SAPPI

- Anaconda - Puffer Jacket Winter
- Peter Sheppard - AW 2023 Collection
- Peter Sheppard - SS 2023 Collection
- Sportfirst - Back 2 School Catalogue 2023

F3 - CHILDREN'S TOYS & APPAREL

Sponsored by SAPPI

- Kidstuff - 2022/23 Catalogue
- Nintendo - Pokemon Scratchies
- Spotlight - MAKER Baby Catalogue
- Woolworths Supermarkets - Halloween Digital 2022

C1 - COSMETICS / SKINCARE

Sponsored by IVE GROUP

- Chemist Warehouse - Big Beauty Sale 2022
- Direct Chemist Outlet - Half Price Cosmetics Sale 2023
- Nutrimetics - Beauty Bible Product Catalogue 23/24
- Priceline - That's the Chrissie Spirit 2022

C2 - GENERAL PHARMACY / HEALTH & WELLBEING

Sponsored by IVE GROUP

- Chemist Warehouse - Mothers Day 2023
- Direct Chemist Outlet - Half Price Mega Vitamin Sale 2023
- Enovis - Pharmacy Products Guide 2023
- Priceline Pharmacy - I Am Me Campaign 2023

B1 REAL ESTATE & PROPERTY

Sponsored by CURRIE GROUP

- Great Estates - Magazine 2023
- Seafarers - Property Development
- The Grand - Mann St South - Property Development
- The Resort - Piara Waters Magazine

B2 - AUTOMOTIVE VEHICLES AND PARTS

Sponsored by CURRIE GROUP

- ARB - The Gear To Get You There
- AutoPro - We Know Easter Road Trips
- Kioti - Autumn Winter Catalogue 2023
- Nissan - Brand Book

B3 - TOURISM, EDUCATION AND GOVERNMENT

Sponsored by CURRIE GROUP

- Art Gallery of Ballarat - Beating About the Bush
- Collette - Explorations Brochure 2024
- Cunard - Queen Anne World Voyage
- The Blue Mountains Guide Book - Epic & Wild

B4 - OFFICE SUPPLIES / PRODUCT GUIDES

Sponsored by CURRIE GROUP

- Enovis - Pharmacy Products Guide 2023
- Krost Business Furniture - 2023 Catalogue
- Officeworks - Upgrade your Workspace Magazine
- Woolworths Supermarkets - Baby and Toddler February 2023

REC1 - SPORTS AND FITNESS

Sponsored by IVE GROUP

- ALDI - Made to Move Week 4 2023
- Bicycle Superstore - Spring Sale 2022
- Cadbury - Freddo Look Outside Guide
- Sportfirst - Back 2 School Catalogue 2023

REC2 - CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

Sponsored by IVE GROUP

- Anaconda - Puffer Jacket Winter
- ARB Culture - 4x4 Adventure, Travel & Lifestyle
- Kent Saddlery - Catalogue 2023
- The Sydney International Boat Show Guide 2023

R1 - SUPERMARKETS

Sponsored by IVE GROUP

- ALDI - Spring Seasonal Pulse
- Foodland - Mighty Autumn 2023
- Ritchies Fine Foods & Wine - Taren Point Store Opening
- Woolworths Supermarkets - Halloween 2022

R2 - LIQUOR

Sponsored by IVE GROUP

- Liquor Barons - Wines, Beers & Independent Spirit Campaign
- Porters Liquor - Christmas Catalogue 2022
- Porters Liquor - Winter Catalogue 2023
- The Bottle-O - Christmas Catalogue 2022

R3 - CHAIN / DEPARTMENT STORES

Sponsored by IVE GROUP

- Anaconda - The Easter Escape
- Ferguson Plarre's - Bakehouse Christmas 2022
- Freedom - Autumn Winter 23 Homewares
- Harris Scarfe - All The Bravellous Brands You Love



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

Sponsored by IVE GROUP

- Beacon Lighting - Winter Living Campaign
- Bicycle Superstore - Spring Sale 2022
- Ferguson Plarre's - Bakehouse Christmas 2022
- Supercheap Auto - Christmas 2022 (copy)

R5 - ONLINE RETAILERS

Sponsored by IVE GROUP

- Freedom - Autumn Winter 2023 Homewares
- Coles - Coles Magazine
- Woolworths Supermarkets - Halloween Digital 2022
- Woolworths Supermarkets - Baby and Toddler February 2023

DD1 - DATA DRIVEN CAMPAIGNS - UNDER 100,000 RECIPIENTS - ALL SECTORS

Sponsored by AUSTRALIA POST

- Cunard - Queen Anne World Voyage
- Freedom - Autumn Winter 23 Homewares
- Kent Saddlery - Catalogue 2023
- The Star - Gaming Slots 2022

DD2 - DATA DRIVEN CAMPAIGNS - OVER 100,000 RECIPIENTS - ALL SECTORS

Sponsored by AUSTRALIA POST

- Camp Quality - Tax Appeal 2023
- Nutrimetics - A5 Welcome Christmas Brochure 2022
- Peter Sheppard - Autumn Winter 2023 Collection
- Up Banking - Debit Card Mailer

DD3 - DATA DRIVEN CAMPAIGNS - CHARITY & FUNDRAISING CAMPAIGNS

Sponsored by AUSTRALIA POST

- Camp Quality - Tax Appeal 2023
- Chemist Warehouse - Charity & Fundraising Campaigns
- MND - Direct Mail Tax Appeal 2023
- The Leprosy Mission - Cure One Acquisition 2022

P1 - MAGAZINES

Sponsored by UPM

- Ball & Doggett - GSM Magazine Issue 20
- Coles - Christmas Your Way Magazine
- David Jones - Jones Magazine The Icons Issue
- Woolworths Supermarkets - Fresh Ideas Magazine

P2 - BOOKS

Sponsored by UPM

- Classic Lifestyle - The Royal Edition
- The Blue Mountains Guide Book - Epic & Wild
- The Prince Charles Hospital Research Report 2022
- Victorian Racing Commission - Carnival Magazine

D1 - PUBLICATIONS

Sponsored by IVE GROUP

- Acuity Magazine - Digital Edition
- Direct Chemist Outlet - Love is True with 2 For You
- Freedom - Autumn Winter 23 Homewares
- Yulong Stud - 2023 Stallions

D2 - CAMPAIGN

Sponsored by IVE GROUP

- Beacon Lighting - Live Brighter 2023
- Chemist Warehouse - Delta Power 2023
- Kmart - Christmas 2022
- Peter Sheppard - Autumn Winter 2023 Collection

E1 - CREATIVE DESIGN AND EXECUTION

Sponsored by SPICERS

- Spicers - Boundless Immersive
- Torrens University Australia - 2023 International Student Course Guide
- Up Banking - Debit Card Mailer
- Vicinity Centres - Monopoly

E2 - BEST IN CLASS

Sponsored by SPICERS

- General Mills - Old El Paso Taco Tuesdays Displays
- Mitre 10 - We're Stripping Back Prices July 2022
- Runway Room - Flagship Store Fit-Out
- Vicinity Centres - Monopoly

E3 - ESG - ENVIRONMENTAL, SOCIAL AND GOVERNANCE

Sponsored by SPICERS

- Kmart - Winter Apparel 2023
- Kwik Kopy - Sustainable Print Direct Mail Campaign
- Spicers - Environs
- The Leprosy Mission - Cure One Acquisition 2022

E4 - CAMPAIGN SERIES - MULTI-CHANNEL

Sponsored by SPICERS

- ALDI Supermarkets - Overcooked Generosity
- Chemist Warehouse - October 2022 Big Beauty Sale
- Kmart - Low Prices for Life Brand Reset
- Woolworths Supermarkets - Halloween 2022

PI1 - PACKAGING AND LABELS

Sponsored by BALL & DOGGETT

- Chemist Warehouse - Power Fragrance by Delta Goodrem
- Spicers - Mini Vits Packaging Campaign
- Spicers - Wash Pods Packaging Campaign
- The Ministry of Chocolate - Stiletto Packaging

PI2 - BRAND ACTIVATION

Sponsored by BALL & DOGGETT

- Chemist Warehouse - Australian Open January 2023
- General Mills - Old El Paso Displays
- Monster Energy - Call of Duty Point-of-Sale
- Myer - Giftorium 2022

PI3 - LABELS

Sponsored by BALL & DOGGETT

- Jala Jala Chocolate Bars
- Mello Yellow Lemon Cello
- Oliver's Taranga Vineyards - The Greats
- The Ministry of Chocolate - Stiletto Packaging

Get In Touch

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