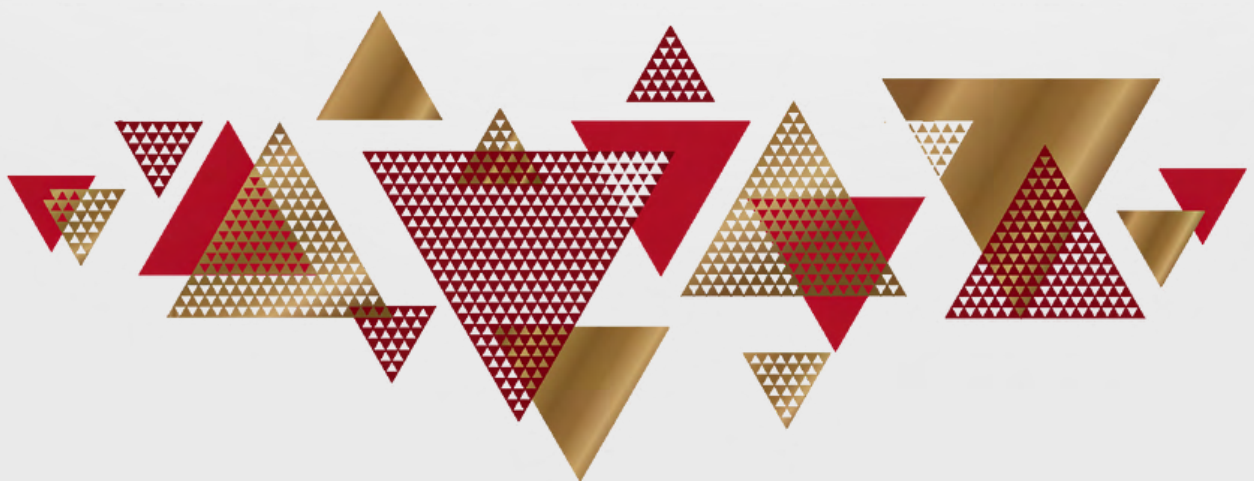




2022 APPA AWARDS



DISTRIBUTOR AWARD WINNER'S GUIDE 2022



ORDER OF PROCEEDINGS

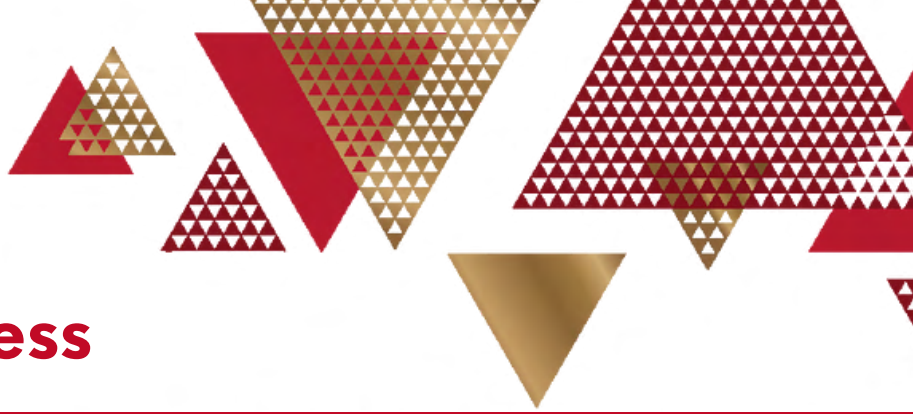
WELCOME TO THE APPA AWARDS
APPA PRESIDENT ROBERT WILLIAMS
APPA CEO WESLEY FAWAZ

ENTRÉE

INTEGRATION TO A MEDIA CAMPAIGN
UNIFORMS, APPAREL & ACCESSORIES
BRANDING INNOVATION AWARD
BUSINESS TO BUSINESS
SUSTAINABLE ECO-FRIENDLY INITIATIVE
BEST DECORATOR
NOT FOR PROFIT
PUBLIC RELATIONS SELF-PROMOTION
DIKIA COMMUNICATION AWARD
PROJECT COMMUNICATION AWARD

...VER AWARD
...STRALIA
...COLLABORATION
...MARKETING TOOL
...HANDISE
...DGET
...SUPPLIER
...WITH PURCHASE
...INNOVATION &

EXCELLENCE



Business to Business

WINNER: YAY! PROMOS

Entry: Searoad Christmas Gifts 2020

SeaRoad, a Tasmanian provider of transport and logistics services, approached YAY! Promos to assist with their 2020 Christmas gifts to their client base. The primary goal was to show their gratitude to clients for their patronage with a quality Christmas gift that would surprise and delight. The secondary goal of the campaign was to encourage repeat business, and potential generate new business via word-of-mouth referrals.

In 2019, SeaRoad ran a very successful Christmas gift campaign supported by YAY! Promos that received universal acclaim. Having set this high standard, YAY! Promos was exciting to commence the challenge of going bigger and better.

YAY! Promos suggested that Tasmania's world-class wine be the focal point of the gift and fit SeaRoad's requirement for the inclusion of a Tasmanian-made product. Other items were then curated to complement the wine. All items were sorted into four different gift packs that were classified according to the value of their contents.

The 2020 SeaRoad Christmas Gifts involved some of the most luxurious premium gifts YAY! Promos has ever worked on. The team is especially proud that SeaRoad has generated increased revenue and new business from the distribution of the gifts by having their brand elevated among clients.

SeaRoad's General Manager said, "We weren't sure YAY! Promos could top the 2019 Christmas gifts they supplied to our clients, but we were ecstatic and so amazed with the supreme quality of the Christmas gifts. Not only did YAY! Promos raise the bar on the selection of Christmas gifts from 2019, but the presentation and quality was second to none. Every gift category had a premium look, feel and quality."





appa

INTERNATIONAL
PROPERTY ASSOCIATION

2022
AWARDS

AP
R

APPA
ARDS



CROWN

EVENTS & CONFERENCES

appa

ASSOCIATION
PROPERTY



Consumer Program/ Gift With Purchase

WINNER: CORPORATE EDGE MARKETING

Entry: Vodka Soda & Cooler Bags

Ampersand approached Corporate Edge Marketing about creating a gift with purchase that would serve as a cooler bag with some “serious swagger”. The cooler bag would be a part of a summer promotion for Ampersand’s brand Vodka Soda &.

The bag needed to be able to hold 9 x 355ml cans to promote three limited edition flavours being launched throughout Australia in 2022.

Corporate Edge Marketing wanted to offer a sustainable bag that would be more than just another re-usable, disposable bag. The team were able to do this by using woven polypropylene- a material is durable and proven to stand the test of time.

This bag was designed by Corporate Edge Marketing from scratch and incorporated features such as a custom cooler lining that had been used in past cooler bag projects (and received with great success).

Corporate Edge Marketing were able to closely manage the manufacturing process and work through the samples by liaising closely with their office in China from the first to the last day of production.

Ampersand founder Alex Bottomley said, "We were stoked with our custom branded reusable cooler bags. Their unique appearance of this gift with purchase really helped us stand out from our competition. It was a real winner!"





24

appa
2022 APPA AWARDS

appa
2022 APPA AWARDS

appa
2022 APPA AWARDS



Distributor Self-Promotion

WINNER: HONEYCOMB AGENCY AND TURNKEY PROMOTIONS

Entry: Self-promotional COVID Campaign

In early 2020, with COVID-19 slowly eating away at the industry, TurnKey Promotions and Honeycomb Agency both looked to the future as to how promotional agencies could operate with events cancelled and clients suddenly working from home.

The challenge was to create a self-promotional kit that showcased their unique selling point of custom packaging to existing, lapsed and potential clients. Both businesses also sought to demonstrate their creative talents of marrying the promotional item with the creative messaging to achieve an end goal.

Friends first, competitors second, the long association between TurnKey Promotions and Honeycomb Agency placed their agencies in a unique position to work collaboratively to meet a combined objective.

Working together on this project allowed the creative talents of both businesses to create a unique and appealing custom product. Collaboration also allowed both agencies to leverage the greater buying power of group purchasing, thereby removing some of the impediments to creating custom items. Kits included custom packaging with messaging crafted to the contents of the pack. Each agency elected to add their own personality and branding to their own kits.

Both agencies were successful in maintaining the dialogue with the majority of its audience responding to the kits. The number of creative briefs submitted increased, as too the level of repeat business. These kits still remain an ongoing talking point with their clients.







Distributor/Supplier Collaboration



WINNER: YAY! PROMOS, THE SOURCE AND BMV INTERNATIONAL

Entry: RACS Garden Kits

The Royal Australasian College of Surgeons (RACS) runs a charity called The Foundation for Surgery (the Foundation). The Foundation hosts an annual gala dinner to recognise and thank major donors, however, in 2021, the event was cancelled due to COVID-19 restrictions. In lieu of the gala, the Foundation decided to recognise their major donors with a gift set to the theme 'growing in health this year'.

YAY! Promos pitched a high-quality gardening kit (gardening tools) in a branded wooden planter box, which the RACS team felt was ideal for their target audience, who, like everyone, were spending more time at home. The Team at YAY! was able to bring the promotion together in a unique way by collaborating with APPA supplier members in both Australia and New Zealand. We all pooled together our APPA resources, knowledge and expertise to bring this promotion to life.

The end result was a beautiful laser engraved garden kit accompanied by a personalised letter that reflected the clients theme of 'growing in health this year'. YAY! Promos was able to deliver the garden kits on time, on budget and on brand.

The RACS were delighted with the result; "Donors have emailed and sent letters to us sharing in their stories of surprise and delight when receiving the quality garden kit gift. Donors have also told us how they have put the garden kits to use, growing small flowers or herbs on their windowsills at home or jazzing up outdoor furniture tables with a planted garden box as a centrepiece."





Event Merchandise

Platinum Award Winner

WINNER: UNIPROMO

Entry: USQ Student Engagement and Open Day Events

The University of Southern Queensland (USQ) is a recognised leader in online and blended education, and is one of the best tertiary institutions in the country. In April 2020, as part of USQ's overall student engagement strategy to welcome students to the USQ community, USQ approached Unipromo with a request to design and create a promotional product that would be practical for students to use and could easily be sent to students via post, as over 10,000 students study remotely.

The marketing team immediately began to brainstorm ideas and before long the Study Socks idea was born. The Unipromo design team worked closely with their manufacturing partner to generate a number of funky designs which the USQ team loved.

The initial design was due for release in January 2021. The anticipated quantity (7500 pairs) were delivered on time and under budget. The socks were so popular that USQ immediately asked us to start working on the next designs for delivery in July 2021. This order consisted of two styles, 5000 pairs each design. By June, delivery was ahead of schedule and again under budget.

USQ reported that these exclusive items resonated with new students, and that a Facebook post promoting a competition to receive free Study Socks reached 3,515 students, received 464 likes and generated more than 1,100 video views.





Pictured: USQ Student Engagement and Open Day Events (Unipromo)



PA
OS



2022 APPA
ARDS



22 APPA
VAR

2022 APPA
AWARDS

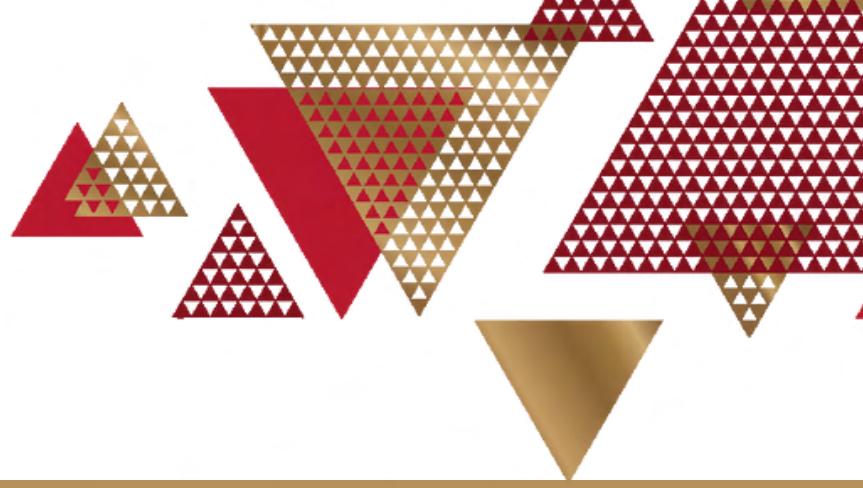


PA
OS



CROWN

EVENTS & CONFERENCES



Integration to a Media Campaign

WINNER: GET SMART PROMOTIONAL PRODUCTS

Entry: Destination Port Stephens & Visitor Information Centre

Port Stephens Council and Visitor Information Centre have been working with Get Smart Promotional Products since 2014 to increase the number of visitors to Port Stephens through a range of marketing programs and initiatives. The Visitor Information Centre recently commissioned Get Smart Promo to create a new range of merchandise to promote a tourism initiative that would coincide with the launch of the new 'Incredible by Nature' brand campaign.

According to Melissa Awal, Visitor Experience Team Leader, "Get Smart Promo provided an amazing array of quality merchandise options which tied in with the theme of our brand. These included products made using eco-friendly materials such as bamboo, straw, natural jute, recycled cardboard and even polo shirts made from a mixture of recycled coffee beans."

The merchandise featured in both the Visitor Centre and shop windows to promote the launch of the new 'Incredible by Nature' brand campaign. With visitors using the products while on holiday and also taking them back home, the merchandise undoubtedly succeeded in driving brand awareness.

Melissa Awal continued, "The campaign generated almost 19,000 new leads to business operators in the region and contributed an estimated \$705 million to the Port Stephens economy (for the year ending June 2021) by increasing the number of overnight domestic visitors by 20%. Ongoing sales of the merchandise have also contributed substantial funds to the region and received positive feedback from consumers who love the stylish, eco-friendly and useful range of products."





2022



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2022
APPA Awards for
Promotional Products
Marketing Excellence

Business
to
Business

YAY! Promos

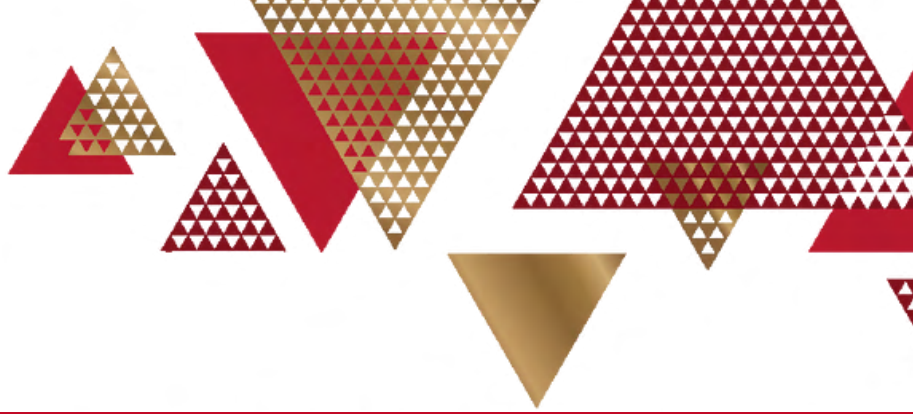
2022



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2022
APPA Awards for
Promotional Products
Marketing Excellence

Not
Prof



Limited Budget

WINNER: YAY! PROMOS

Entry: BlueCross 'Shine A Light' Torches

BlueCross is a leading private aged care provider in Victoria. The COVID-19 pandemic presented BlueCross with unprecedented challenges; ensuring care for their elderly clients was paramount, so too was keeping their workforce safe.

BlueCross approached YAY! Promos to assist with an internal campaign to recognise the incredible resilience and dedication that their employees had shown throughout the pandemic.

BlueCross sought a small but thoughtful branded gift that would demonstrate their gratitude and support – something that would “shine a light” on all their outstanding employees.

The branded gift put forward to BlueCross by YAY! Promos, was a mini keyring torch that would be laser engraved with the BlueCross logo. The torch would be packed inside a polybag with a printed backing card that had a special message from BlueCross management printed on it.

That message and the branded torch was the focus of a wellbeing pack from BlueCross management that would be given to all 4,500 BlueCross staff for their hard work and courage during the pandemic.

The marketing team at BlueCross commented, "The torch quality was great! The torch and backing card were branded perfectly and importantly, the price was spot-on to our budget requirements for this promotion. We would like to thank YAY! Promos for their work in this promotion and providing a quality promotional product that helped BlueCross 'shine a light' on our staff during the COVID-19 pandemic."





Made in Australia/NZ

WINNER: SEEN PROMOTIONS

Entry: Corporate Hampers

As events were cancelled and work-from-home directives became the norm during COVID-19, many corporate companies were looking for alternatives to in-person conferences and end-of-year celebrations. Seen Promotions subsequently came up with a solution, one that would showcase the best that Australian and local suppliers have to offer.

Their mission was to curate a large selection of bespoke hampers, beautifully packaged and branded that showcased hundreds of products that supported local, small, artisanal, First Nations, Australian-made and bush fire-affected suppliers.

From their headquarters in Mornington Peninsula, Seen Promotions sourced more than 150 products and curated 5,000 bespoke hampers for businesses including EnergyAustralia, Bunnings, Coca-Cola, REA Group, IPSEN, Jellis Craig and Solutions Entertainment. In addition to the hampers, Seen Promotions developed creative collateral such as branded and personalised gift cards, stickers, packaging, and catalogues.





Not For Profit

WINNER: GET SMART PROMOTIONAL PRODUCTS

Entry: Women's Health Week 2021

The client, Jean Hailes for Women's Health, is a national not-for-profit organisation dedicated to improving women's health across Australia.

Women's Health Week is a celebration of women in Australia from all walks of life; women from indigenous communities and remote Australia, women in the justice system as well as women from multicultural communities.. Beginning in 2013, Women's Health Week has grown significantly year-on-year and the 2021 campaign results were no exception.

Get Smart Promo's creative brief was to create a design that incorporated beautiful indigenous artwork by Elisabeth Close from Pitjantjatjara, Yankunytjatjara country. The artwork, called "Red Country", highlighted the warm earthy tones of outback Australia, helping encourage event participants in those regions and Indigenous communities to get involved.

Jean Hailes' WHW Campaign Manager Stephanie Micheltmore said, "WHW 2021 achieved 128,000 registrations and 2277 events across Australia. Our website visitors increased to 540,000+ with 54,000 online subscribers and more than 3.6 million people reached across social media."





Promotional Product Innovation and Design (1)

JOINT WINNER (1): GET SMART PROMOTIONAL PRODUCTS

Entry: Planet Fitness Surfboards, Jerseys and Event Merchandise

The management team at BravoFit Australia (Planet Fitness) approached Get Smart Promotional Products with a diverse and extensive promotional product wishlist, including bespoke and innovative high-end merchandise that would be used as member giveaways, retail products and to incentivize club managers. to increase club revenue.

BravoFit wanted to engage a promotional marketing expert that could design the merchandise and offer new and exciting product ideas while also handling all the warehousing and logistics. Get Smart Promo developed an online merchandise management solution with individual login credentials for all club managers, and provided BravoFit Head Office back-end access to reporting and forecasting functionality.

For this campaign, Get Smart Promo partnered with Australian-based craftsmen including iconic Byron Bay surfboard maker Brett Munro from Munro Surfboards, and also commissioned a cut-n-sew manufacturer and picture framer to create the box-framed Basketball Jerseys.

"Since our commencement in Australia, the merchandise Get Smart Promo have created for Planet Fitness has helped us attract more than 65,000 members and sold over 30,000 branded products. The creative design and innovative products Get Smart Promo delivers is unparalleled and their attention to detail and excellent customer services makes our job easy," said Danielle Monroy, Chief Operating Officer of BravoFit.





Promotional Product Innovation and Design (2)

JOINT WINNER (2): GOOD THINGS

Entry: Vegemite Ugly Christmas Sweaters

In January 2021, Vegemite briefed their creative agency and the Good Things team on creating a new winter range for their “Mitey merchandise store. The theme of the winter range would be ‘Christmas in July’.

As the merchandising experts, Good Things played a crucial role in bringing the finished product from the digital world into the real world. Their role in the creative process was to adapt the ideas provided by the agency so that the product could come to life with realistic expectations.

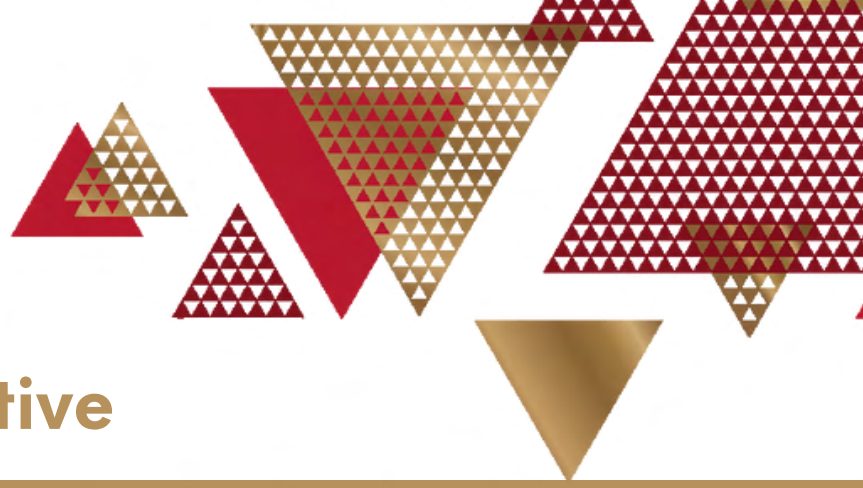
Given the growing popularity of ‘ugly Christmas sweaters’ in international markets, it was clear to the Vegemite team that this would be the next piece of conic Vegemite merchandise, making the ugly sweater the “mitey” merch hero of the ‘Christmas in July’ winter range.'

The ‘Christmas in July’ winter range release was a huge success, with the client experiencing an increase in PR and social media exposure. The engagement generated by the PR articles and social media posts was equivalent to thousands of comments from people all across Australia.

Notably, a high-profile Australian television host, Karl Stefanovic, tagged Vegemite in a photo on Instagram of him wearing the sweater with his daughter, evidence that this new and iconic piece of merchandise was seen being worn by Australians far and wide.







Sustainable/ Eco-Friendly Initiative

WINNER: ARID ZONE

Entry: Kinder Kits

The Victorian Government's Department of Education and Training recently provided free Kinder Kits for three-year-old children to celebrate the rollout of statewide funded three-year-old kindergartens.

Kinder Kits are a bright and engaging collection of useful resources for children. The Kits are filled with books, toys and activities designed to encourage children to continue learning at home and to help parents and carers support their child in the first year of kindergarten.

The objective of the program was to recognise and emphasise the significance and importance of the government's initiative and to provide a boost to children's learning through play-at-home educational activities.

The team at Arid Zone worked with a number of business partners for six months to source recycled and recyclable materials - always ensuring these met the strict compliance standards. Accredited consultants were employed to assist with the sustainability process. Further, in conjunction with the Department's panel of experts, Sustainability Victoria and the Climate Active Council ensured that all Kinder Kits products were as sustainable as possible using the reduce, recycle and reuse approach.

The final product, which not only met but exceeded client expectations, was an intelligent design using materials for longevity, recycling and repurposing after an exhaustive elimination process with the removal of non-compliant materials to find the best sustainable solution.







Uniforms, Apparel and Accessories



WINNER: TOTAL IMAGE GROUP

Entry: Bonza Budgies

Bonza, Australia's brand new low-cost airline, wanted Total Image Group to help create a unique branded product that would be the cornerstone of a campaign to gain media attention and create public interest ahead of the brand's official launch in 2022.

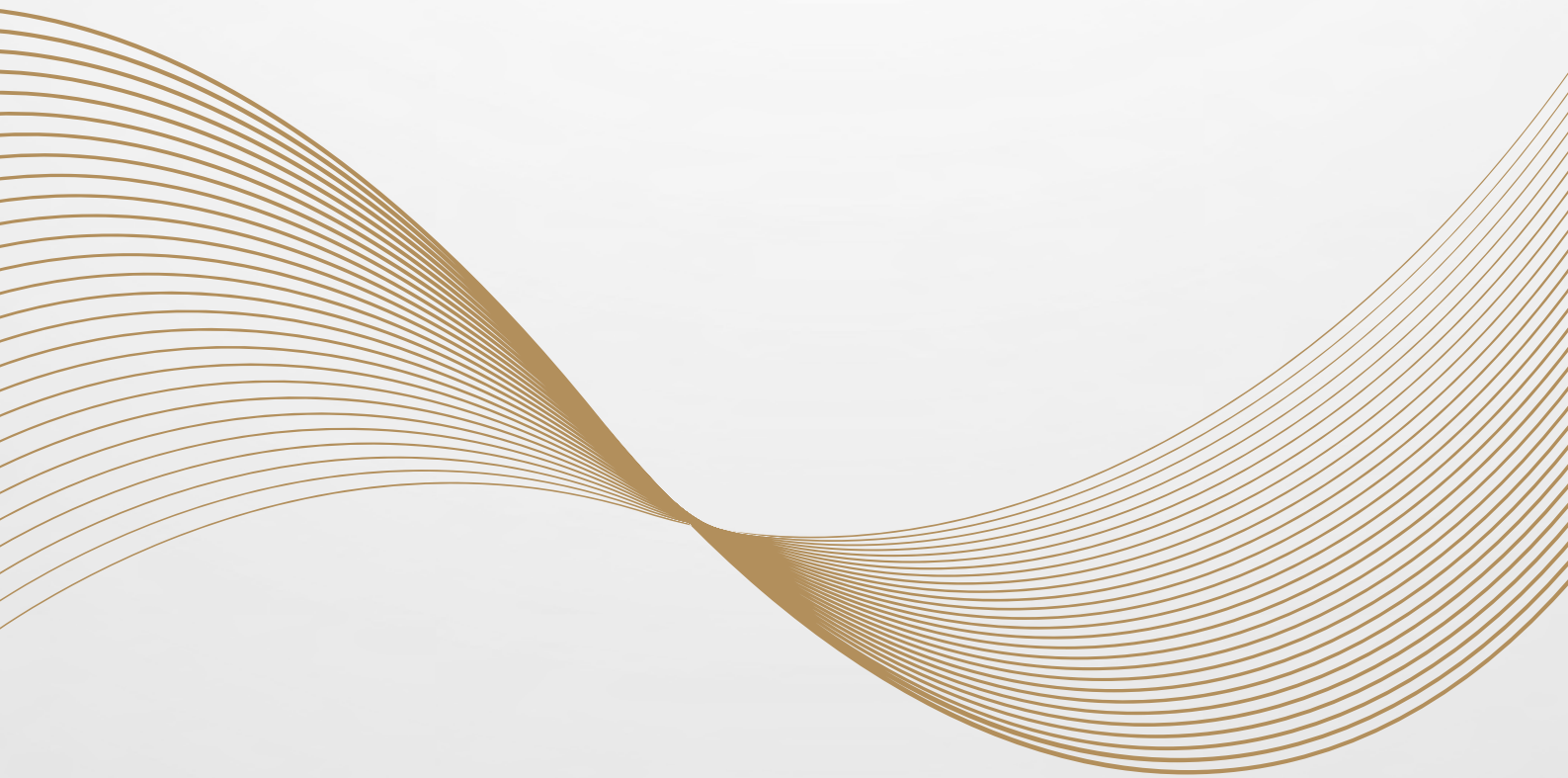
Bonza needed to gain awareness and establish their brand identity as a fun, down-to-earth and authentically Aussie airline that is for "Allstralia". In the brief, Bonza emphasized the importance of Australian design, manufacturing and distribution, as well as sustainable production processes.

Total Image Group were able to meet all of Bonza's key objectives with their unique and 100% Aussie design: the Bonza Budgies and Cozzies. This exclusive, branded swimwear range included a masculine swimmer brief and a feminine one-piece swimsuit. Both pieces were designed in the distinctive Bonza Purple, with the Bonza logo in white on the front, and the Bonza "thumbs up" on the rear.

The Bonza Budgies were a complete representation of the Bonza brand. Beyond their aesthetic appeal and branding efficacy, the Bonza Budgies were Aussie through and through. Designed in Australia by Pamela Jabbour, Head Designer and CEO of Total Image Group, the Budgies were proudly manufactured on Australian soil using recycled materials.

The Budgies provided long-term branding and communications opportunities for Bonza, who will continue to use the Budgies to convey a consistent branding message well into the future.





AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION