



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2023 APPA AWARDS

DISTRIBUTOR AWARD WINNER'S GUIDE 2023



WATERVIEW
IN BICENTENNIAL PARK
David Li
Dairy Free
Table 12





Pictured: Coors Super Bowl LVII Activation

Consumer Program/Gift With Purchase

WINNER: ARID ZONE

Entry: Coors Super Bowl LVII Activation

"Our primary objective was to deliver a range of products to achieve the sales activation targets set by Good Drinks during Superbowl 2023. The delivery window was absolutely critical given Good Drinks only secured distribution rights on 1st July 2022.

The program was designed to increase uptake of the number of venues participating in the activation, increase sales of Coors products at on-premise venues during the Superbowl and generate visibility, buzz and awareness of Coors on-premise and through social media. Merchandise for the activation needed to be cost-effective and within budget, reflect the Coors brand, have relevance and link to the Superbowl.

We worked closely with Good Drinks' Marketing Team throughout the activation to ensure that product and delivery objectives were not only met, but exceeding expectations. Crucial to the brief was developing a range of highly visible, quality items that would engage consumers and position the Coors brand at the forefront of all Superbowl/NFL-related activities.

This required a deep understanding of consumer behaviour and product preferences, as well as a creative approach. We also had to consider the competitive landscape and ensure that our items "cut through" and were the most desirable products available.

Four items were produced to achieve the overall campaign targets – replica NFL helmets, trucker caps, replica NFL jerseys and bunting. Authentic Riddell NFL helmets were sourced from the USA and Coors branded. The Riddell Coors helmet provided a highly sought-after "Chance to Win" item of value to consumers, along with added authenticity to drive sales on the day– and was featured in advertisements and social media.

A t-shirt styled replica NFL jersey was also produced to be used as a giveaway at venues to generate sales. The jersey was selected as a point of difference, enabling Coors to stand out at Superbowl activated venues against its competitors.

A staple in the sporting and American sports scene, Coors Trucker Caps have a slightly different cut, more in line with caps worn by football fans on game day in the USA. By providing a cost-effective, high-quality and functional item, Coors were able to generate sales of products on game day while simultaneously appealing to their target market and generating interest in their brand.

Bunting was also provided to venues to decorate the bars and restaurants on game day, reflecting the red, white and blue of the USA for Superbowl and tying all parts together in a festive sporting atmosphere.

In addition to the products, Good Drinks promoted the campaign with various point-of-sale posters and advertisements on social media. Good Drinks was able to activate the Coors Superbowl campaign across 193 venues nationally, resulting in the consumption of more than 100,000+ Coors schooners.

Key national groups including ALH and the Signature Hospitality Group participated in promotional activity on the day and represented a significant increase in the number of active venues compared to the previous year. These results demonstrated the effectiveness of the promotional products and collateral used in the Coors campaign, highlighting the importance of selecting the right products to achieve marketing objectives. The promotional products and collateral were highly successful, exceeding the objectives set out by the Good Drinks team and generating interest in Coors products among football fans.

"The approach adopted to support Good Drinks Australia has played a crucial role in helping us secure one of the largest sporting venue groups in Australia, namely The Signature Group," said the Customer Activation Manager at Good Drinks Australia. "In our first year of partnership (signed just two months before Superbowl), this group witnessed the consumption of over 25,000 responsibly consumed Coors products on that day alone."

Business to Business

WINNER: TURNKEY PROMOTIONS

Entry: Entegra Signature Structures Branding Iron

"Entegra Signature Structures, Australia's leading manufacturer of sheds, approached our team in 2022 with a brief for a unique promotional product that would be gifted to attendees of an upcoming event they were hosting. The event was LiveXChange, a conference held in November 2022 in Darwin and thereafter every two years and is the largest event in the livestock export industry.

More specifically, the aforementioned promotional gift would be handed out to farmers who attended a networking breakfast during LiveXChange. These farmers were typically land or business owners and Entegra's most important prospects.

Entegra specified that the gift needed to be useful, unique, and would ideally have some sort of relevance or connection to the livestock export industry. The intended outcome of the campaign was to keep the Entegra brand at the front of their highest value customers' minds.

After many hours of rigorous scrolling and research, we came up with the perfect idea for a promotional gift—the Meat Branding Iron.

Quirky, creative and memorable, this meat branding iron personalised with the client's logo was the perfect gift for the farmer recipients.

Made of sturdy metal, the branding iron itself was fashioned to spell the word "ENTEGR", and when heated up could be used to sear the letters into the flesh of a steak or cut of meat. The wooden handle of the branding iron also featured the stylised logo of Entegra.

The meat branding irons were a resounding success, with the client reporting that they have increased sales value and conversion in the area and they were loved by all who received them.

"The final product exceeded our expectations in every way. The design was bold and eye-catching, the functionality exceeded our expectations, and the attention to detail was outstanding. It was evident that the team took great care and pride in producing a quality product that represented our brand in the best possible light," said Adam Smith, Marketing Manager at Entegra Signature Structures."



Distributor Self-Promotion

WINNER: SEEN PROMOTIONS

Entry: Ecolyfe

"With business operating costs increasing, Seen Promotions noticed some of their clients were beginning to cut back on merchandise spending. At the same time, they noticed that more clients were asking for an eco-friendly approach to promotional items. As entrepreneurial women, they decided to develop a solution and established their new sub-brand, Ecolyfe.

For their new business model to stay relevant in an ever-evolving and unpredictable economy, they decided to reach out to an industry that continues to flourish regardless of economic circumstances—healthcare.

Ecolyfe went on the road to the Victorian and Australian Healthcare exhibitions. With bamboo furniture, lush green plants, and carefully selected merchandise, the stall was a place to escape the business of the show, relax and of course learn more about Ecolyfe.

Everyone loves samples and giveaways at trade shows, so we were sure to have plenty on offer. Ecolyfe spared no expense on the sustainable samples. We offered items made of coffee beans, bamboo, sustainably made drink bottles and eco apparel.

Gift boxes filled with eco-friendly and sustainable promotional items were expertly decorated with the Ecolyfe brandmark and sent to old and new clients to celebrate the launch. As a result, there was an influx of orders and quotes requested.

Ecolyfe continues to collaborate with contacts from the trade shows and believes the true measure of success will be in the next 12 months. Not only are they thrilled with the results from a financial perspective but also from an ethical and sustainable perspective as they encourage the industry and their clients to move towards a cleaner, greener future for all."



Distributor/Supplier Collaboration

WINNER: SWEET MEMORIES PROMOTIONAL GIFTS & GEAR FOR LIFE

Entry: Million Dollar Listing

"What do you get for the real estate millionaires who have everything? Bespoke whiskey and wine decanters befitting of a special event hosted by Foxtel Media and featuring the stars of the hit reality television show, Million Dollar Listing Los Angeles.

Sweet Memories was contacted by the creative marketing team at Foxtel Media to source a gift that would deliver a definite 'wow' factor to guests who would be invited to attend a special event. This event featured the international stars of the hit reality TV program, Million Dollar Listing Los Angeles – a show that celebrates luxe lifestyles and premium real estate in Los Angeles, California.

Given the nature of the show, the team from Foxtel Media was adamant that the event needed to convey a sense of premium luxury in every sense- and that included the gifts that each guest would receive at the event. The brief to Sweet Memories also stipulated that the gifts must tie loosely into the themes of the show, which are aspirational, ambitious and linked to an appreciation of the finer things in life. Sweet Memories was also told that the client wanted gifts that guests would genuinely cherish and find useful.

To fit the brief, the Sweet Memories team presented a wine decanter and a whiskey decanter that were classy, high-quality and truly beautiful in appearance. To enhance the luxurious nature of the gift Foxtel Media planned to present to its special event guests, Sweet Memories presented each gift on an elegant velvet base inside a natural wooden, double-hinged box with antique brass fixtures with both the Foxtel Media and Million Dollar Listing Los Angeles logos engraved on the front.

The Wine Decanter is a stunning abstract creation, while the Whiskey Decanter features a striking minimalist design with a geometric stopper that invokes a sense of luxury. Sweet Memories was congratulated for meeting the high standards of the creative team at Foxtel Media, with promotional products that were delivered on time and within budget."



Event Merchandise

WINNER: ARID ZONE

Entry: TCL Recharge Lounge – Grand Prix 2023

The program aimed to create brand awareness and gain exposure for TCL by capitalising on the large following and foot traffic associated with the Grand Prix. This high-profile event presented an opportunity for TCL to strategically shift its brand perception from being solely a consumer electronics and appliance brand to a more premium entity.

To achieve these goals, it was crucial for the merchandise used in the event activation to be both cost-effective and aligned with the TCL brand. The items had to attract visitors to the TCL stand and establish a strong connection with the Grand Prix event. There was significant emphasis on creating a comfortable space that would entice visitors to relax and engage with the TCL brand. This lounge-like atmosphere offered an ideal vantage point to watch the thrilling race while also providing amenities such as phone charging stations.

To accomplish the objectives outlined by TCL, a careful selection of promotional products and collateral was created, taking into account the competitive landscape of companies involved in the Grand Prix and the range of activities taking place during the event.

A total of eleven items across three categories were chosen to effectively generate brand presence, engage consumers, and firmly establish the TCL brand as a standout presence throughout all Grand Prix activities. The aim was to create an immersive and interactive experience for visitors to the TCL space.

The selection of products featured in the lounge was carefully curated to complement the overall theming and ambience of the event. These products were strategically placed to catch the attention of passers-by and encourage them to interact with the TCL brand. By creating an inviting and interactive environment, TCL aimed to foster a positive association between its products and the excitement of the Grand Prix.

Through this program, TCL leveraged the prestige and allure of the Grand Prix to reshape its brand image. By positioning itself within a more premium space, TCL sought to expand its target market and capture the attention of consumers looking for high-quality and innovative electronic devices. By creating a memorable experience for visitors, TCL aimed to generate lasting brand awareness and forge a stronger connection with its audience.



Integration to a Media Campaign

WINNER: HONEYCOMB PROMOTIONAL MARKETING AGENCY

Entry: SAS Onsite Personalisation Activation

SAS, a premier sponsor at the Gartner Data & Analytics Summit, were keen to showcase the value of data and demonstrate its use in a real-time experience – a core pillar of their business.

SAS engaged Honeycomb Agency to develop an activation to meet their key objectives of:

- Driving traffic to the stand
- Reaffirming SAS's position as an innovative and trustworthy partner in data analytics
- Capturing the imagination and engagement of visitors with an on-stand experience
- Presenting visitors with a tangible item that exemplifies the power of data to personalize interactions
- Collecting event data for subsequent communications, engagement, and campaign strategies.

The brand activation seamlessly aligned with the overarching theme of the SAS stand: "Drive Real-Time Interactions - Automate Analytically Driven Decisions."

This immersive experience was characterised by its live, interactive, technology-driven nature, firmly rooted in the data-centric approach that embodies SAS's unwavering commitment to innovation.

Upon completing a custom landing page, visitors were treated to a personalised engraved drink bottle. The engraving took place on-site, and attendees were notified via SMS when their bottle was ready for collection, creating an element of anticipation and drawing further interest from other participants.

Over two days, 700 unique visitors came to the stand, completed the survey and received a personalised SAS drink bottle, a 175% increase over expectations. Moreover, the SAS team introduced an intriguing live scorecard, predicting visitors' preferred bottle colour based on their postcode—a clever touch that ignited lively conversations and added an extra layer of excitement to the event.



Limited Budget

WINNER: SOURCEY M

Entry: Dan Murphys Chopsticks

The project's brief was to develop a low-budget, high-impact promotional item that could serve as both a luxurious table setting and a cherished keepsake after the event. After careful consideration, we landed on the idea of custom branded chopsticks. Despite their low cost, we elevated their appeal by printing them with exquisite gold foil detailing. These custom-branded chopsticks ticked every box for the client, combining affordability, sustainability and premium aesthetics.

Even with a tight timeline during the busy Christmas season, we promptly responded to the brief, presenting Dan Murphy's with multiple options to consider. Our commitment to meeting their requirements and ensuring a seamless process was demonstrated through our prompt delivery of quotes and recommendations.

The final products went above and beyond the clients expectations. The gold foil packaging added a touch of elegance and sophistication, truly elevating the promotional chopsticks. Their exceptional quality showcased our dedication to excellence and attention to detail.

Client feedback has been overwhelmingly positive, with guests expressing their delight and eager to obtain more of these coveted chopsticks. Dan Murphy's commended us for not only meeting their expectations but exceeding them. The products turned out far better than anticipated, leaving a lasting impression on all who encountered them.

"We had a fantastic experience working with SOURCEYM for our Chinese New Year event. Bianca and the team provided excellent service and were able to meet our tight timeline and budget constraint without compromising on quality. The products turned out so much better than we expected," commented Melissa, Event Specialist at Dan Murphy's.

"We are honored that Dan Murphy's chose us as their partner and grateful for the opportunity to showcase our professionalism, creativity, and unwavering commitment to excellence. This initial success sets the stage for future collaborations, and we are excited about the prospects that lie ahead," concluded Emily Murray, Founder and Director of SOURCEYM.



Made in Australia

WINNER: TURNKEY PROMOTIONS

Entry: Rabobank Playing Cards

"Rabobank approached our team with a request to develop a promotional product-based marketing campaign that would heighten the brand's presence in a number of key markets. The promotional product would be used at promotional events, internal company events, field days, conferences and more.

Keeping the core attributes and ethics of the brand front of mind, we sought to design a promotional product that would have universal appeal across Rabobank's diverse customer base. The client specified that the product needed to be sustainable to be cohesive with the brand's values while also driving recipient engagement with the brand and its services.

The team subsequently developed a set of unique and creatively branded playing cards that could be used as a promotional giveaway. The cards were Australian Made, would be inexpensive to produce yet could be kept and used for long periods of time, thereby fulfilling the client's sustainability requirement and driving engagement with the recipient.

These unique playing cards, provided exceptional outcomes for the client and proved just how powerful tangible marketing can be when it is done right.

"Diana and the team took our objectives and crafted an amazing strategy that went far beyond our expectations. The professionalism displayed by everyone was second to none and we couldn't be happier with the outcome," said the Head of Marketing at Rabobank Australia.

"From start to finish, everything was tailored to our specific goals and brand values. They truly went above and beyond to ensure the success of the campaign, putting in countless hours to ensure every detail was just right. Their ability to tap into the pulse of our target audience resulted in an engaging campaign with enduring appeal that yielded impressive results."



Not For Profit

WINNER: GET SMART PROMOTIONAL PRODUCTS

Entry: Jean Hailes Women's Health Week 2022

The client, Jean Hailes for Women's Health, is a national not-for-profit organisation dedicated to improving women's health across Australia. Beginning in 2013, Women's Health Week (WHW) has grown significantly year-on-year and the 2022 campaign results were no exception.

Women's Health Week is a celebration of women in Australia including indigenous communities, regional and remote Australia, gender diverse groups and multicultural communities.

The theme for this year's Women's Health Week was "it's all about you!" The main aim was to highlight the importance of health checks, providing information on lots of health topics and encouraging women to understand that it's okay to put themselves first.

Other KPI's of the campaign were to increase registration by a double-digit margin and encourage the occurrence of more events in Indigenous communities, regional and remote areas across Australia.

The key marketing asset used to achieve these KPI's was a new design of the WHW gift bag.

"Our team were very excited and proud to be involve in the Women's Health Week project again," said Karen Thomas, Get Smart Promotional Products Operations Manager.

"Our brief this year was to create a design that incorporated the beautiful indigenous artwork by Tam Bower. The watercolour and ink artwork was inspired by native gardens in the springtime and was selected to help encourage participation events throughout regional and Indigenous communities."

Jean Hailes' WHW Partnerships Officer, Stephanie Michelmore said, "WHW 2022 achieved 200,932 registrants and [inspired] 2,495 events across Australia."

"Get Smart Promotional Products collaborated with us to meet our bio-degradable requirements and very economical price point. Our WHW bags were delivered ahead of time and under budget. We are so pleased with these very popular tote bags and have again commissioned Get Smart Promo to create the gorgeous new 2023 bag design."



Sustainable/Eco-Friendly Initiative

WINNER: ARID ZONE

Entry: 2023 Kinder Kits

The Victorian Government's Department of Education and Training provided free "Kinder Kits" for three-year-olds to celebrate the rollout of statewide funded three-year-old-kindergarten. The Kits sought to recognise the significance and importance of three-year-old kindergarten while also providing a boost to children's learning through play at home.

Having created the extremely well-received Kinder Kits in 2022, Arid Zone were again appointed to design and supply the activity cases for the Kits in 2023. The new cases were re-useable, multi-purpose and very eco-friendly. The team were able to draw from experience accrued during production of the 2022 Kinder Kits to improve the recycled and recyclable materials used in the Kits– and always ensuring these met strict compliance standards.

Accredited consultants were employed to assist with the sustainability process in conjunction with the Department's panel of experts, Sustainability Victoria and the Climate Active Council. This ensured all Kinder Kits products were as sustainably as possible using the "reduce, recycle and reuse" approach.

The items supplied in the 2023 Kinder Kits included whiteboard markers, erasers, books, educational toys and activities, story cubes, crayons, playing cards and more. The Kits were designed and manufactured with a focus on balancing sustainable, ethical and socially responsible purchase practices. Arid Zone's goal of reducing carbon emissions by using recycled and recyclable materials where possible was proudly achieved, with most of the Kinder Kit's components reusable or easily deconstructed.

Tens of thousands of the 2023 Kinder Kits have been distributed statewide, with demand quickly outstripping supply. The project team have received dozens of letters providing positive feedback and thousands of supportive comments via the Premier's and Minister's social media posts.

"Kinder Kits are a great way to get families directly involved in their child's education and the value of play-based learning," said State Minister of Education Ingrid Stitt. "We can't wait to see how children and families make these kits their own."



Uniforms, Apparel and Accessories

WINNER: THE PROMO ROOM

Entry: Igniting Scouting Passion

The Promo Room were tasked with creating a branded uniform collection, range of merchandise and collection of marketing collateral for Ignite'23, a three day jamboree event for Scouts Aotearoa Venturers aged 14 to 18 years. The products were to be fun, functional, durable, and appropriate for use by children in both indoor and outdoor activities.

As this event had been postponed for a whole year due to COVID-19, maintaining engagement and anticipation was a key challenge that was overcome by "drip-feeding" the release of branded items and initiatives to promote the event. Facebook was used early in the campaign to establish a strong sense of brand identity and to give scouts the freedom to vote on their preferred style of uniform, ensuring that The Promo Room were meeting the needs of their fashion-conscious teen audience.

Sublimated sports shirts, bucket hats, sunglasses and hoodies (all branded consistently) were among the most popular items delivered by The Promo Room. A second uniform was developed for the organising committee to distinguish adults from underage participants at the event.

"The thing that stands out for me is the incredibly professional feel the brand and merchandise gave the event, to the point it felt like we had our own design company as part of our team," said Wendy Eyles, Event Director.

