



Australasian Promotional  
Products Association

# APPA AWARDS

Promotional Products Excellence

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# WELCOME

FOR 25 YEARS APPA MEMBERS HAVE SET THE STANDARD FOR CREATIVITY, INTEGRITY AND PROFESSIONALISM IN THE PROMOTIONAL PRODUCTS INDUSTRY.



**CEO APPA** (Australasian Promotional Products Association)

President IFPPA (International Federation of Promotional Products Associations)  
Email: [ceo@appa.com.au](mailto:ceo@appa.com.au)



Australasian Promotional  
Products Association

In a time when marketing dollars must be spent wisely and maximum ROI impact is essential, enjoy reading this year's winners of the APPA Awards for Promotional Excellence.

These are the industry leaders showcasing creativity and flexibility to meet their client's needs. This year's winners again illustrate the effective use of promotional products as an advertising medium. Accountable, measurable, economical, if you currently don't have a promotional products action plan in your marketing spend, you are missing out of one of the most effective forms of advertising available.

Despite a global downturn, promotional products continue to be creative and successful. Read on to find successful promotions which represent a diverse range of clients and industries. We applaud all the winners and remind consumers to always confirm they are buying promotional products from a legitimate APPA member. 95% of the complaints APPA receives are made by consumers who have dealt with a non-APPA member and have been burnt.

To confirm your provider is a member of APPA:

Go to [www.appa.com.au](http://www.appa.com.au)

Click on 'Find A Promotional Company' Search by 'Name or Region'

APPA would like to thank our distinguished judges from the media and marketing communities for their efforts. Enjoy the Annual Promotional Product Awards for Creative Excellence!

Regards,  
William Kestin  
CEO APPA  
President IFPPA

# PROMOTIONAL PRODUCTS WORK FOR YOUR BUSINESS.

THEY PROVIDE VALUABLE AND ACCOUNTABLE ADVERTISING WHICH IS MORE IMPORTANT THAN EVER BEFORE.

**Research shows promotional products, effectively provided by APPA members, can build brand recognition and win customer loyalty. 100% of advertisers said that adding a promotional product returned a favourable response to their campaign. 69% of advertisers said promotional products increased brand interest and 84% said it created more favourable impressions of the brand itself.**

- Are you an APPA Member?
- How long have you been an APPA Member?
- Have you won any APPA awards for creativity?
- What are your guarantees on Delivery? Quality?
- What are your policies on International Labour and Corporate Social Responsibility standards?
- How are your products tested for safety?
- Are you indemnified in case of recalls?
- What are your service and response guarantees?
- How will you be testing the merchandise supplied for wear and tear?
- Will you be conducting focus groups to your target markets to ensure the product offerings are right?

## Don't get burnt!

Avoid companies who claim to be 'the best' or 'Australia's #1'.

APPA doesn't rank companies and on-line purchasing without researching the company you are purchasing from is very dangerous and the largest source of consumer complaints APPA receives.

**Always confirm the company you buy from is an APPA member. How to buy:**

1. Go to [www.appa.com.au](http://www.appa.com.au)
2. Click on "To Find a Promotional Products Company"
3. Search by Company Name or Region

- 75% of Human Resource Managers surveyed are using promotional products in recognition programs.
- 72% of Marketing and HR Managers say that promotional products are very effective in motivation and retention of staff.

### Reach:

- 71% of business travellers surveyed at an international airport recently reported having received a promotional product in the last 12 months.
- Moreover, 33.7% of this group had the item on their person. The item was promoting the givers logo repeatedly to the participant and their associates.
- 56% of people kept their promotional product for more than one year.
- 76.4% said they kept their promotional product because it was useful.

### Recall:

76.1% of the respondents could recall the advertisers name on the product they have received in the last 12 months. In comparison, 80% of participants answered yes to reading a newspaper or magazine in the last week but only 53.5% of them could recall the name of a single advertiser.



Australasian Promotional  
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**In hard economic times Promotional Products provide affordable, measurable advertising. Promotional Product Sales in Australia: \$2.02 billion (an increase of 45% in the last 8 years) Sales in New Zealand \$234 million (an increase of 40% in the last 8 years).**

**SPEND LESS AND ACHIEVE MORE. REMIND PEOPLE ABOUT THE BENEFIT OF DOING BUSINESS WITH YOU!**

- 52% Say their impression of a company is more positive after receiving a promotional product.
- 76% Recall the name advertised on the product.
- 55% Keep the item for more than one year.
- Nearly 50% of recipients use them daily.
- 52% of people who do business with a company after receiving a promotional product.

**PROMOTIONAL PRODUCTS IN THE HOME:**

- How many people have at least one promotional product in their kitchens? 91%
- How many have 2 or more in their kitchens? 81%
- In fact, the kitchen is the #1 place people use and keep their promotional products (People spend on average 3-5 hours a day in their kitchens).

**PROMOTIONAL PRODUCTS IN THE OFFICE:**

- How many people have at least one promotional product in their offices? 74%
- How many have 2 or more in their offices? 59%
- In the work place, more than half of people hold onto their promotional product from 1 to more than 4 years.

**Contact Details:** APPA can help guide you to the cost effective, most creative and reputable promotional product professionals in our industry.

**Australia**

Phone: 1300 GO APPA (46 2772) or  
+61 3 6224 7775  
Email: [info@appa.com.au](mailto:info@appa.com.au)

**New Zealand**

Phone: +64 9 424 5896  
Email: [nzinfo@appa.co.nz](mailto:nzinfo@appa.co.nz)

# PLATINUM

**COMPANY NAME:** JPS MARKETING

**CLIENT COMPANY NAME:** Lion Beer, Spirits, & Wine NZ Ltd

**ENTRY:** Steinlager All Blacks Chiller Chair



Lion Beer wanted to show their support for the NZ All Blacks in the 2011 Rugby Cup and promote their ongoing sponsorship through Steinlager beer.

Their goal was to increase sales and visibility over other beer brands throughout the Rugby World Cup. JPS Marketing Ltd was asked to incorporate the key male demographic and design a high end product fit for a 'Man Cave.' JPS designed the perfect brand integration with the All Blacks Steinlager Cooler Chair. This black arm chair came complete with cup holder and a pull-out cooler drawer that doubled as a footrest. Featured in the majority of liquor stores around New Zealand as an 'enter to win' draw to encourage Steinlager sales. The cooler chair was one of the most successful competitions of its kind and succeeded in securing prime floor space at a time when liquor stores were inundated with promotional products surrounding the Rugby World Cup. The campaign created an additional 23% in revenue as well as a 2.3% total market share gain. It was an even bigger hit with the winners of each draw!

## WHAT THE CLIENT SAID

- "The Cooler Chair definitely was one of the most successful in-store competitions seen in a long time"

## WHAT THE JUDGES SAID

- Exceptional creativity from the promotional company
- Achieved dramatic market share results
- Very desirable item with high perceived value
- Functional and perfect for target market



# M AWARD





# GOLD AWARD



**COMPANY NAME:** OXYGEN INTERACTIVE MARKETING

**CLIENT COMPANY NAME:** Cadbury

**ENTRY:** Cadbury Marvellous Creations Sales Launch Kit

The main objective of the promotion was to accompany the launch of Cadbury's new Marvellous Creations range of bars and blocks. Oxygen Marketing was asked to develop a sales tool that would 'make chocolate fun again.' They were presented with a fairly vague brief outlining the need for a premium gift and packaging. Oxygen Marketing decided that rather than provide a gift housed in packaging, the packaging itself would be the gift. They conceptualized and developed a circus-themed sales kit based on a jewellery box with hidden, unexpected drawers which fit perfectly with the key brand message of 'unexpectedly magical.' It appeared as a normal box from the outside, but once opened, it revealed a circus tent, complete with pop-up ringmaster. Various hidden drawers contained Marvellous Creations chocolate bars and blocks. The kits were extremely visually appealing and very high quality. They helped gain excitement and increase sales from both the field team and retailers, and added unexpected value by distributing all of the boxes nationwide in two days.

## WHAT THE CLIENT SAID

- "The truly unique product that Oxygen delivered for our Marvellous Creations promotion was spot-on in fulfilling our brief. A huge thanks to the Oxygen team for delivering this product and managing the entire process from conception right up to delivery into store."

## WHAT THE JUDGES SAID

- Well executed and beautifully designed, 100% creative from the promotional company
- Very creative result from a vague brief
- Added wonderful value by providing fulfilment for their client in two days
- Great surprise element making for a very appealing presentation





## SILVER

**COMPANY NAME:** ARID ZONE

**CLIENT COMPANY NAME:** Robert Bosch Australia

**ENTRY:** Bosch Coola Can

Bosch Australia approached Arid Zone to create a promotional product that would appeal to their trade-oriented target market and serve a variety of purposes. It would be used to reward top sales performing retailers and also as a sales incentive for retailers who met specific targets. The product needed to be functional and provide brand awareness of the Bosch Automotive Products offer. Arid Zone developed a large cooler can, some with refrigeration motors, to display the Bosch product-specific artwork in workshop lunchrooms and customer waiting rooms. It was an ideal concept that catered to the trade culture of socialising and was used as an opportunity to maximise Bosch's brand and product exposure to the target audience. The product acted as a constant brand reminder and resulted in increased sales during and after the promotion. The cooler can is a clever cultural fit for the trade market.

### WHAT THE CLIENT SAID

- "Demand for the ice barrels has been consistent and we have used them as the primary incentive in a number of sales promotions, where in we have received measurable sales growth in every instance."

### WHAT THE JUDGES SAID

- Creative design is striking visually with the 'I want it' factor
- Unique way to deliver the image of a product with extended practical use
- Perfect fit for the locations and target market



## BRONZE

**COMPANY NAME:** PROMOTION MATTERS LTD

**CLIENT COMPANY NAME:** The Pallet Company Ltd

**ENTRY:** Mini Pallet

The Pallet Company provided Promotion Matters with a brief to create an eye catching promotional item that would perfectly represent their product (pallets) and would be retained by the client's decision makers. The item needed to instantly act as a sales tool and a reminder to prospective clients of their company. The target market was the kiwifruit industry. Promotion Matters worked to design something which would stay on their desks with a unique recognition factor. The puzzle was what could say 'pallets' and still be useful and interesting on a desk? The solution was a scale replica of the wooden pallets used in the horticultural industry as a set of coasters. They created the pallet using specific pallet design software and created a true 'mini' copy of what the sales force were presenting. Promotion Matters also designed a custom printed die cut envelope to fit the coasters and the associated sales material. The mini pallets have become a permanent feature with the sales team and the retention value from their clients are huge. The promotion has created a substantial increase in business, despite a highly volatile market. It has been so successful with the kiwifruit industry that they have now rolled it out to the apple industry which has led to immediate trial orders of the pallets.

### WHAT THE CLIENT SAID

- "This promotion has certainly exceeded all expectation and the service, professionalism and work that Promotion Matters has put into getting this off the ground has been exceptional."

### WHAT THE JUDGES SAID

- Impressive sales increase from a great idea
- Impressive solution to get an unusual product in front of decision makers
- A quality product and great added value with the packaging



# GOLD AWARD



**COMPANY NAME: WOMPRO INTERNATIONAL PTY LTD**

**CLIENT COMPANY NAME: SIDS and Kids National**

**ENTRY: SIDS & Kids Red Nose Day**

SIDS and Kids holds its Red Nose Day campaign for the month of June every year, aiming to raise as much money as possible through the sale of quality merchandise. They receive no government funding and are reliant on the campaign to raise revenue to further research and eradicate SIDS. Wompro International designed and developed the entire range of creative products. The range had to reinvent the previous successful ranges so that much of the same target market would be re-engaged. They introduced a new character and built the campaign around it. They used their sophisticated, online survey software and focus groups to ensure a range driven by consumer choice in a market that is saturated with fundraising fatigue. To accommodate various demographics, key price-points were taken into consideration, making sure there was something for everyone. Wompro International supplied and managed all bar-coding, packaging, and safety requirements for each product and donated all design time. The campaign exceeded revenue targets and successfully introduced new revenue raising items. Online sales increased and new retail partners were secured. Overall, the SIDS and Kids Red Nose Day campaign was a wonderful success.

## WHAT THE CLIENT SAID

- "The 2011 campaign was very successful and our revenue targets were exceeded. It is fair to say that we would not have the extraordinary success if not for the commitment that Wompro International affords us. We trust them with the most important thing we have- Red Nose Day, and what we need from its success - money!"

## WHAT THE JUDGES SAID

- Once again, the perfect example of 100% creative from the promotional company generating an exceptional promotion from all aspects
- The promotions company drove all the 'above the line' advertising on its sheer design and value
- Exceptional quality and value. Incredible added value for the client from research data to logistics, impressive
- Amazing fundraising results





# SILVER

**COMPANY NAME: BELOW THE LINE**

**CLIENT COMPANY NAME:** CanTeen New Zealand

**ENTRY:** Canteen Bandannas

CanTeen's mission is to support, develop and empower young people in New Zealand aged 13-24 living with cancer. The CanTeen bandannas are a symbol of hope and inspiration with new designs created every year by talented CanTeen members and Ambassadors. Each year Below The Line works with CanTeen to help design and produce the bandannas for sale. CanTeen supplies a variety of designs ranging from fully developed finished artwork, to photos of concepts, to scraps of paper. The designs must be reimaged to have a high street and fashion appeal and result in as many sales as possible. Several designs are chosen each year to appeal to every demographic and each must have a strong design element to them. Below The Line took the designs from concept to completed artwork, reformatting, branding, and making changes to fit with the entire range. In a very short time span the 2011 Bandanna sales raised impressive funds to support young people living with cancer.

## WHAT THE CLIENT SAID

- “Below The Line has been wonderful to work with, meeting all of our demanding requirements and going the extra mile to create and produce these amazing bandannas

## WHAT THE JUDGES SAID

- Expert transition from design contributions to full-fledged design conceptions
- Great results with incredible sales
- Creative and practical solutions to provide a cohesive and impressive solution



# BRONZE

**COMPANY NAME: PPI PROMOTION & APPAREL**

**CLIENT COMPANY NAME:** Heart Foundation

**ENTRY: Heart Foundation - Walking Program**

The Heart Foundation and Medibank Community Fund teamed up to focus on expanding the Heart Foundation Walking Program which currently consists of thousands of free walking groups across Australia. The priorities of the program were to encourage healthy eating habits and physical activity, as well as greater community engagement. They wanted promotional products to serve as incentives for the walking hours achieved. Each product needed to be relevant to walking or healthy active living and have high perceived retail value. They needed to reward people for reaching walking milestones and encourage others to join the program. Both companies stressed the importance of having high quality products. PPI Promotion & Apparel designed an engaging and quality range relevant to the Heart Foundations values. Both logos were extremely difficult to represent in different sizes effectively and the range has been very successful at recognition and engagement. Participation numbers have substantially increased sighting the quality merchandise as great incentives.

## WHAT THE CLIENT SAID

- “The quality and service provided during all stages of finalising merchandise selection, creation of artwork, production and delivery by PPI which exceeded our expectations.”

## WHAT THE JUDGES SAID

- Exceptional technical replication of a very difficult logos
- Engaging range which represented the values of the client perfectly
- Consistent branding across a range of products nicely chosen for the target





## BRONZE

**COMPANY NAME:** FLOURISH PROMOTIONAL MARKETING

**CLIENT COMPANY NAME:** Camp Quality

**ENTRY:** 'esCarpade' - 20th year

Camp Quality is a charity that is committed to "making laughter the best medicine for kids living with cancer". Their 'esCarpade' is a unique car rally that is held after a year of fundraising by each of the 275 entrants. For the 20th Anniversary the 2011 esCarpade traced its original route from Bendigo to Bright. The promotional products for the event needed to be collectibles for participants, encouraging them to enter again in the future, and serving as a billboard for Camp Quality's esCarpade. Flourish Promotional Marketing carefully designed and produced a high quality range to represent the event. Incredible attention to detail was put into each item, with a stand-out being the cap (which colourfully outlined the route of the esCarpade and each event location along the way). The 20th Anniversary esCarpade was a great success, setting a new fundraising record, making it the highest fundraising event ever for Camp Quality.

### WHAT THE CLIENT SAID

- "We were so thrilled! The cap idea that outlined the route and event locations was such a unique and wonderful addition. Thanks to Flourish!"

### WHAT THE JUDGES SAID

- Incredibly creative branding
- High quality, beautifully produced range
- Unique branding options on all the gear
- Incredible sales generation which marketed the occasion perfectly.



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# Venus Mugs

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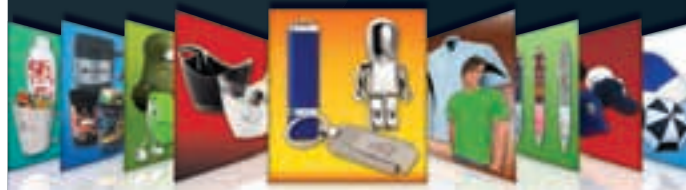
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# GOLD AWARD



**COMPANY NAME:** JPS MARKETING LTD

**CLIENT COMPANY NAME:** Lion Beer, Spirits, & Wine NZ Ltd

**ENTRY:** Steinlager All Blacks Chiller Chair

Lion Beer wanted to show their support for the NZ All Blacks in the 2011 Rugby Cup and promote their ongoing sponsorship through Steinlager beer. Their goal was to increase sales and visibility over other beer brands throughout the Rugby World Cup. JPS Marketing Ltd was asked to incorporate the key male demographic and design a high end product fit for a 'Man Cave.' JPS designed the perfect brand integration with the All Blacks Steinlager Cooler Chair. This black arm chair came complete with cup holder and a pull-out cooler drawer that doubled as a footrest. Featured in the majority of liquor stores around New Zealand as an 'enter to win' draw to encourage Steinlager sales. The cooler chair was one of the most successful competitions of its kind and succeeded in securing prime floor space at a time when liquor stores were inundated with promotional products surrounding the Rugby World Cup. The campaign created an additional 23% in revenue as well as a 2.3% total market share gain. It was an even bigger hit with the winners of each draw!

## WHAT THE CLIENT SAID

- "The Cooler Chair definitely was one of the most successful in-store competitions seen in a long time"

## WHAT THE JUDGES SAID

- Exceptional creativity from the promotional company
- Achieved dramatic market share results
- Very desirable item with high perceived value
- Functional and perfect for target market





# SILVER

**COMPANY NAME:** WOMPRO INTERNATIONAL PTY LTD

**CLIENT COMPANY NAME:** Soundworks

**ENTRY:** Dillinger Escape Plan: Option Paralysis Boxed Set

In order to increase sales of the Dillinger Escape Plan: Option Paralysis album, Soundworks wanted a customized retail gift with purchase pack for the CD. Wompro International was approached to create a product that would have high perceived value, be visually compelling and contain quality branded collectible merchandise. The Wompro International product and design team developed a completely creative, unique puzzle-like box with different compartments with various products hidden inside. The idea was to creatively represent the recesses of the human mind and encourage consumers to explore the various compartments that made up the packaging. Focus groups and various forms of social media were used to solicit feedback on merchandise and packaging items, helping ensure that the product would be a success in the target market. A range of quality branded items were packaged in the puzzle box along with the CD. The product came in under budget and was completed from start to finish in eight weeks. The boxed set had a great sell through rate and the pack created a huge buzz among the target audience. Wompro International provided an on time, cost effective total merchandise solution.

## WHAT THE CLIENT SAID

- "The Dillinger Escape Plan: Limited Edition CD Pack program was a great success with a fantastic box design and great range of branded products. The item exceeded projected sales figures."

## WHAT THE JUDGES SAID

- Ingenious design with thought provoking products
- Took a struggling medium (CD Packaging) and came up with something extraordinary
- Great value for their investment



# SILVER

**COMPANY NAME:** JPS MARKETING LTD

**CLIENT COMPANY NAME:** Independent Liquor (NZ) Limited

**ENTRY:** Woodstock Bourbon & Cola Firepit

Independent Liquor required a promotional product to encourage the purchase of Woodstock over other brands of bourbon and cola. The brief was to design and produce a gift with purchase competition that had a lasting "WOW" factor, was cheeky and appealed to the target market. JPS Marketing Ltd delivered with a truly unique product. A large, desirable, on brand and on budget, totally custom made fire pit in the shape of a Woodstock Bourbon & Cola bottle with the phrase "Crack a Woody"! The results of this campaign were phenomenal with many customers choosing Woodstock over other brands in order to enter the draw, providing a definite lift in sales and extremely positive feedback across the board.

## WHAT THE CLIENT SAID

- "We are thrilled with the item! The usual practice for in-store prize draws is to hold space for a week, but the Woodstock fire pits were able to hold floor hotspots for 8 weeks during the intensely competitive Rugby World Cup period."

## WHAT THE JUDGES SAID

- Really stunning promotional item
- Unique product with amazing value
- Substantially influenced participation levels and sales







# TO THE BEST IN OUR BUSINESS CONGRATULATIONS!





# GOLD AWARD



**COMPANY NAME:** ARID ZONE

**CLIENT COMPANY NAME:** Racing Victoria

**ENTRY:** Spring Racing Carnival Jacket & Cap

Racing Victoria approached Arid Zone to create a memorable merchandise range which would cut through the large over-load of promotional clothing presented during the Victorian Spring Racing Carnival. The main focus of distributing the merchandise was to raise awareness of the event both internationally and locally by getting thoroughbred trainers, owners, jockeys, grooms, and the media (a very hard crowd to please) to wear the merchandise during events. Arid Zone focused on quality and design, while trying to match the complex and colourful logos without appearing overpowering. The Spring Racing logo was expertly reproduced with intricate 3-D embroidery. The quality and subtlety of the merchandise made it highly desirable. International trainers and participants who received merchandise from all over the world commented that the best so far was provided by Racing Victoria.

## WHAT THE CLIENT SAID

- "Many were seen in the media wearing the merchandise! An important result was a noted increase in owners and trainers wearing the merchandise and the feedback from the merchandise was extremely positive!"

## WHAT THE JUDGES SAID

- Outstanding colour matching and detailed embroidery of a difficult logo
- Stylish branding on high quality products for extended use
- The increase in awareness and visibility could be linked back to the appealing range



## SILVER

**COMPANY NAME:** WALKIN' PROMOTIONS

**CLIENT COMPANY NAME:** Fox International Channels

**ENTRY:** FX Channel Launch

As a follow on to the FX Channel Launch, Fox International Channels wanted a promotional product that focused on the highly popular series "The Walking Dead," linking seasons two and three. They particularly wanted the product to represent a new sword wielding character in the series. Walkin' Promotions' solution was the Limited Edition FX Samurai Sword Umbrella. Special attention was paid to the subtle branding of the umbrella, ensuring that when the umbrella was in its case and over the shoulder, the logo and URL is visible. The open umbrella also showed the FX logo, compliant with the Channel style guide, correctly viewed by someone walking toward the holder. The Samurai Sword Umbrellas have become a highly prized collector's item and there have been numerous requests for more. Fox International Channels was thrilled at the excitement and buzz created by this very unique product.

### WHAT THE CLIENT SAID

- "Walkin' Promotions did such an amazing job. The quality of the finished product was outstanding and everything was handled with absolute aplomb. We are thrilled with the results."

### WHAT THE JUDGES SAID

- Really cool yet functional item!
- Perfect target product
- Exceptional branding



## BRONZE

**COMPANY NAME:** DESIGN A GIFT PROMOTIONAL WORLD

**CLIENT COMPANY NAME:** Venus Gowns NZ Ltd

**ENTRY:** Venus Mugs

In an industry where wholesalers rarely acknowledge their retailers, Venus Gowns wanted a promotional product that would be a gift for Venus retailers while keeping the Venus brand present in their minds. Design A Gift's solution was a cone shaped mug to compliment the tapered design of the featured gown in the image. However, this presented a new challenge. Full colour printing on the cone shaped mug required precise manipulation of the artwork to have it wrap around the mug while maintaining the integrity of the vertical perspectives in the image. On top of the technical difficulty of the piece, Design A Gift used contrasting colours to enhance the gown. All of the Venus brand information was effectively present on the mug, but subtly done so as not to detract from the image. While the mugs were originally intended as a gift and simple reminder of the brand, three of the Venus retailers were inspired to purchase gowns featured on the mugs, sighting their thank you acknowledgement as the inspiration.

### WHAT THE CLIENT SAID

- "I am impressed that my small order and investment has given such effective and tangible results. They have attributed to additional sales and added to the professional representation of Venus."

### WHAT THE JUDGES SAID

- Execution of the artwork and application exceptional
- Great targeted product for the market
- Vivid artwork and unexpectedly increased sales





# GOLD AWARD



**COMPANY NAME: CORPORATE EXPRESS/STAPLES**

**CLIENT COMPANY NAME: RAMS Home Loans**

**ENTRY: RAMS Home Loans 'Slippers in Car' Promotion**

The overall program objective was to draw new contacts to RAMS tradeshow booths. Corporate Express created not only the custom designed, branded ram shaped slippers but the concept of completely filling a RAMS branded car with the slippers to encourage visitors to guess the number of slippers in the car. Attendees needed to complete a form to guess the number. Winners were announced at the end of the tradeshow, ensuring that the RAMS stand was the last one the attendees visited before leaving the show. All attendees at the draw received a pair of slippers, and the entry form served as an excellent way to create a database. The program was a great success and RAMS Home Loans was able to convert 50% of the hundreds of contacts to RAMS customers, many which cited the memorable slippers when they were contacted.

## WHAT THE CLIENT SAID

- "The slippers and subsequent catalogue program has been a tremendous success for RAMS. Corporate Express has launched the most successful promotional merchandise range within RAMS to date."

## WHAT THE JUDGES SAID

- Well produced, entertaining item
- Great choice of products
- Excellent added value to include the car and competition. Smart to save the draw until the end of the tradeshow ensuring the visitors came back to get their slippers and that was the last memory they were left with.





# SILVER

**COMPANY NAME: WOMPRO INTERNATIONAL PTY LTD**

**Company Name Withheld**

**ENTRY: 42 Below Lava Lamp**

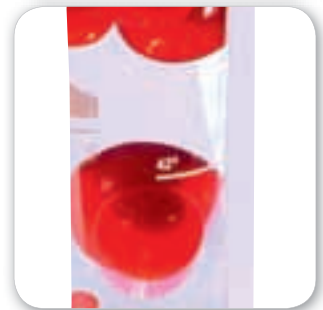
Wompro International was assigned the task of creating a simple but iconic bar point of sale item to promote the 42 Below vodka trade brand at trade and consumer events. It needed to be easily transportable, visually compelling, brand aligned, and stand out in a typically dark environment (ie. bars). While the initial brief was relatively vague and suggested a more traditional promotional product, the Wompro International product and design team suggested a new concept using the iconic and recognizable shape of the actual 42 Below bottle to make a very uniquely branded lava lamp. This piece fit all requirements, from safety testing standards to a small carbon footprint (Wompro International made the lamps from actual discarded bottles, hence recycling them for use), and came in under budget all while surpassing all client expectations. The feedback received was overwhelming and the lamps have become very well-travelled art pieces. They have drawn attention to the product and created a talking point at events and in bars. There have been numerous requests to purchase the item. This retro piece remains memorable and relevant in the market place today.

## WHAT THE CLIENT SAID

- "Wompro International provided us with creative ideas, combined with a superior knowledge of the marketplace, fashion, and most importantly, supplying products that were tested fully to relevant Australian and international standards."

## WHAT THE JUDGES SAID

- Great idea to use their own empty bottles to create a really unique and strong visual impact
- Very cool idea!
- Inventive and exceeded the client's expectations while coming in under budget.



# BRONZE

**COMPANY NAME: FLOURISH PROMOTIONAL MARKETING**

**CLIENT COMPANY NAME: DDB for Tourism Australia**

**ENTRY: T-Qual Launch Pack**

The National Tourism Accreditation Framework required a promotional campaign to launch and highlight the recently created 'T-QUAL' logo as a symbol of quality for all accreditation programs in Australia. The campaign would be launched at a major tourism tradeshow and be followed up post show. The items needed to be Australian made (where possible), professional, simple, usable and help to serve as a device to deliver important paperwork to the recipients. Flourish Promotional Marketing designed a striking launch pack for the T-QUAL logo which also helped leverage the client's important sponsorship of the event. With virtually no lead time, Flourish still managed to deliver quality products all under budget. Every pack was snatched up at the event and feedback from the recipients exceeded the client's expectations.

## WHAT THE CLIENT SAID

- "Flourish really pulled out all stops to achieve what seemed impossible. It was so wonderful to work with a team that understood the need to develop a quality item in such a short time."

## WHAT THE JUDGES SAID

- Consistent, professional representation of the brand
- Impressive given the tight time constrictions
- High value of individual items for the budget



# GOLD AWARD



**COMPANY NAME: ASB MARKETING 20TH ANNIVERSARY MERCHANDISE**  
**ENTRY: ASB Marketing**

When ASB Marketing set out to celebrate its 20th anniversary they wanted to reward loyal clients and strengthen supplier relationships, reminding them that they are a valued part of the company's success. A great range of high quality gifts were distributed primarily through face to face meetings, while larger items like the Cool Ice Box promotion were distributed via courier. In addition to these client appreciation gifts, the ASB Concept guide and a personalized letter are sent to 50 new prospects each month, along with a range of ASB merchandise. ASB Marketing has set itself apart from other promotional product companies and achieved a 10% success order rate from this targeted exercise. Not only have these initiatives helped ASB Marketing strengthen their current client and supplier relationships, they have also grown their client base and seen increased spending rates and repeat orders. Since the release of the ASB Marketing 20th Anniversary Merchandise, there has been a 12% increase in sales from the previous year, a great result and ROI.

**WHAT THE JUDGES SAID**

- High quality products popular with target markets
- Nice to see a company rewarding their Suppliers along with their clients
- Very strong colour recognition with consistent branding
- Great ROI, with impressive sales figures





# SILVER

**COMPANY NAME: ARID ZONE**

**ENTRY: Arid Zone Rebrand**

Arid Zone wanted to realign their re-branding to their new business plan, and increase awareness of Arid Zone's well respected brand offer. As part of the process they also aimed to increase revenue from upselling existing clients and creating new clients. The brand relaunch included a wide range of promotional products from hoodies to confectionary in a campaign executed through a number of activities across a three month period. Arid Zone aimed to illustrate the value and power of promotional products while "putting our money where our mouth is". By strategically rolling out the products to specifically targeted audiences, it reinforced the relevance of Arid Zone to their individual client's needs and illustrated the strength of promotional advertising as a medium. The campaign resulted in a huge increase of traffic to the Arid Zone tradeshow stands and website. A large number of new orders resulted with success ranging from 25%-60%. The rebranding campaign achieved broad awareness and gave a clearer understanding of their business by demonstrating what promotional products can achieve.

## WHAT THE JUDGES SAID

- Very impressive sales results
- A lot of thought into specific target groups and the products which would motivate them
- Great range of relevant and quality products
- Consistent branding and eye-catching presentation



# BRONZE

**COMPANY NAME: PRODIGY**

**ENTRY: Prodigy Customer Loyalty Program**

Prodigy endeavoured to create a loyalty and new client program which stood apart from their competitors. They focused on high quality, highly desirable items which were innovative and useful to promote their brand. They wanted a strong visual presence to reinforce customer loyalty and build client relationships. One month into a new client relationship either the desk fridge or cooler was delivered by hand to the client. Both products have a large visual impact and drove home the Prodigy brand message. Both the compact desk fridge and cooler have created amazing results since the program began, increasing turnover by 25% but also increased their client's purchasing of higher-end products (including the two featured items).

## WHAT THE JUDGES SAID

- Great increase in sales in a short time period
- Helped establish new buying patterns in their clients
- The brand imagery is really bold but not over the top
- Less is more; nice choice of valued items.



# GOLD AWARD



**COMPANY NAME:** BRANDINC AUSTRALIA  
**CLIENT COMPANY NAME:** Warner Brothers  
**ENTRY:** Harry Potter "The Exhibition"

The Powerhouse museum was home to Hogwarts this year, featuring "Harry Potter: The Exhibition". To complement the exhibition, Warner Brothers required a high quality and creative Harry Potter merchandise range. Brandinc designed and created over 50 new product lines expanding and enhancing the range, all while adhering to the most stringent approval process they had ever encountered. All products required certificates of compliance and needed to be retail quality. After the lengthy approval process had been completed, Brandinc had just under 4 weeks to produce and deliver the products in time for the Grand Opening of the exhibit. Nearly 400 000 visitors attended the exhibition, and it was the largest ever exhibition revenue in Australia. The Harry Potter Brandinc merchandise was an incredible success and contributed to just under half of the total revenue stream.

## WHAT THE CLIENT SAID

- "Huge range of high quality Harry Potter merchandise!"

## WHAT THE JUDGES SAID

- Very high quality range with a consistent brand message
- Absolutely incredible sales results.
- Producing such a comprehensive range in under 4 weeks is amazing
- The detail in finishing the products, down to the labels and zips, is great
- The merchandise enhanced the experience of the event





[illegible]

# GOLD AWARD



**COMPANY NAME: WALKIN' PROMOTIONS**

**CLIENT COMPANY NAME: Fox International Channels**

**ENTRY: FX Channel Launch**

For the launch of their first entertainment channel FX on 26th Feb 2012, FIC commissioned a range of cut through merchandise that would fully complement and integrate with the extensive media campaign plus enable FX to stand out in a crowded media landscape.

The 6 piece range was a clever combination of items used across multiple events leading up to the launch date. The Samurai umbrella represented a key character from the hit series The Walking Dead. The Walking Dead Tee shirt and BBQ apron had an engaging twist with a life-size zombie head printed inside which was cleverly seen when the shirt was worn pulled over your head. The "Walking Red" VIP box with a premium Barossa wine and glasses was the take home gift from the launch party. The FX popcorn box conveyed lead programming information as did the USB cards. Fox International Channels are overjoyed with the results and compliments they have received on the outstanding quality and presentation of the merchandise.

## WHAT THE CLIENT SAID

"Walkin' Promotions met our strict deadline and brand guidelines while still surprising us, cutting through and engaging our target audience in a crowded media landscape. Walkin' Promotions exceeded our expectations by providing exceptional service and outstanding quality products with absolute aplomb! We are thrilled with the results."

## WHAT THE JUDGES SAID

- Expectations, results and sales were all so far above the objective
- Perfect target products, creative, cool and of incredible quality
- Exceptional branding. The T-shirt inside-out branding is brilliant!
- The creativity shown while adhering to such complicated and strict deadlines and guidelines are to be applauded





## SILVER

**COMPANY NAME:** BRANDED PRODUCTS™

**CLIENT COMPANY NAME:** Australian Nursing Federation Vic

**ENTRY:** Respect Our Work

During the Respect Our Work industrial campaign of 2011-2012, the Australian Nursing Federation of Victoria required maximum public awareness to help its cause. Branded Products™ exceeded all expectations of their most challenging project to date. Working around the clock, they delivered hundreds of thousands of items in lead times which are considered impossible in our industry (at times less than 2 hours). Given that the merchandise was at the centre of every meeting, protest, and rally, it was critical that Branded Products™ supply a quality range with a consistent message. The sheer quantity of promotional products and the incredible time constraints that Branded Products™ faced was a test to their creativity, abilities and sheer stamina. Their success in exceeding all expectations played a major role in the success of the campaign and provided the media with a strong and identifiable brand message.

### WHAT THE CLIENT SAID

- "The demands we placed on Branded Products™ were extraordinary and they met every one head on and delivered! Their ability to meet our demands played a significant role in making sure our message was delivered to the wider community and was absolutely critical to the success of the campaign."

### WHAT THE JUDGES SAID

- Phenomenal logistics and creativity
- Extremely tight time lines and not a single one missed.
- Great added value to their customers



## BRONZE

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**CLIENT COMPANY NAME:** Warner Brothers

**ENTRY:** Harry Potter "The Exhibition"

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### WHAT THE CLIENT SAID

- "Huge range of high quality Harry Potter merchandise!"

### WHAT THE JUDGES SAID

- Very high quality range with a consistent brand message
- Absolutely incredible sales results.
- Producing such a comprehensive range in under 4 weeks is amazing
- The detail in finishing the products, down to the labels and zips, is great
- The merchandise enhanced the experience of the event



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# GOLD AWARD



**COMPANY NAME: FLIP PROMOTIONS PTY LTD**

**CLIENT COMPANY NAME: UGL**

**ENTRY: UGL**

Flip Promotions was given the vague brief to develop a promotional product which "wasn't in the shape of a water droplet, something original." Flip explored UGL's positioning in the market place and, working with the supplier, focused on its 'core' values to design a USB stick of water in its core state (as two hydrogen atoms and one oxygen atom). Flip worked closely with the manufacturer to create the unique water molecule memory stick, providing both 2D and 3D concepts, while adhering to strict branding guidelines. The memory stick was launched at the water industry's annual event and became a highly sought after item receiving praise of the client and the recipients. Even high management were eager to get their hands on the item. The high functionality of the promotional product increased the perceived value. The entire marketing team at UGL were extremely pleased with reinforcement of their marketing focus merged with such an innovative design.

## WHAT THE CLIENT SAID

- "Once again, Flip Promotions delivered a product that supported our marketing objectives delivering a complete solution from conceptual design to a highly professional and well packaged product."

## WHAT THE JUDGES SAID

- Very high quality, functional and original
- Beautifully reinforced their 'core' marketing values
- Incredible extra service provided to the client throughout the process





## SILVER

**COMPANY NAME:** SANDS PROMOTIONS

**CLIENT COMPANY NAME:** Insite Organisation  
on behalf of Sanitarium Health & Wellbeing Company

**ENTRY:** Sanitarium Weet-Bix Kids TRYathlon

The Sanitarium Weet-Bix Kids TRYathlon is the world's biggest kids triathlon series. Sands Promotions was required to provide merchandise which needed to be comfortable for both the participants and volunteers in the heat, and have highly visible logos of the event sponsors. Sands Promotions worked closely with their manufacturers to supply sports friendly, cooldry material for the first time in the event's history. The range was notably more comfortable, durable and well-constructed than ever before. From the children's perspective, they were wearing the same clothes worn by their sporting heroes which added additional value to their experience. In addition, extra care was given to supply high quality medals for the participants that were very well received. The entire range was of exceptional quality showing a great effort from Sands.

### WHAT THE CLIENT SAID

- "The Weet-Bix TRYathlon clothing, headwear and medals were very well received! The cooldry material made for a more comfortable and durable garment than in previous years, and the medals were of great quality, maintaining the standard of the most valued take away from the event that the children can receive

### WHAT THE JUDGES SAID

- Technical branding was exceptional
- Well produced high quality materials improving on previous years
- Incredible service and creativity
- Gold medal really hit the mark, such detail and quality



## BRONZE

**COMPANY NAME:** ARID ZONE

**CLIENT COMPANY NAME:** ARB Corporation Ltd

**ENTRY:** Fourby Custom Plush Toy

Originally the client was unsure what to provide for a Christmas gift, starting from a vague request for a 'standard teddy bear.' Arid Zone asked if they could provide some creative alternatives. After exploring their brand, the ARB's cartoon mascot, and their offerings (manufacturers of 4X4 accessories), Arid Zone designed a plush toy based on the cartoon called 'Fourby'. The plush toy was so successful it led ARB to request the item be offered as one of their retail items. Arid Zone worked tirelessly to enhance the one dimensional character with new endearing features that now incorporated all of the detail of the ARB 4X4 accessories. This 3D product solution had great use of appropriate texture and colours to create everything from side mirrors realistic snorkels. A very high level of detailing is evident in the accessorising of Fourby, through a combination of transfers, embroidery, and the use of different fabrics. Fourby was an immediate hit with phenomenal results, seeing unbelievable sales in only two months.

### WHAT THE CLIENT SAID

- "If the current sales trends of ARB's Fourby plush continue, Fourby will soon be in the top 15 of ARB's bestseller product list, which is a tremendously positive and rewarding outcome."

### WHAT THE JUDGES SAID

- Great extra service and creativity, great sales
- Wonderful representation in 3D from a one dimensional character
- Very well produced and branded
- The quality was so exceptional it prompted the client to see it as an addition to their retail



LIMITED BUDGET (UNDER \$5.00)

# GOLD AWARD



**COMPANY NAME: BELOW THE LINE**

**CLIENT COMPANY NAME: Sanitarium**

**ENTRY: All Blacks Bowl**

In an effort to reinforce their association with the All Blacks and capture the excitement around the Rugby World Cup, Sanitarium wanted a strong promotional product that would encourage both the use of their product while demonstrating loyalty to the wildly popular New Zealand team. The gift with purchase program needed to be collectable, but meet strict food safety and major budget constraints. Consumer appeal was a must, as it needed to engage both lapsed and current purchasers of Weet-Bix and Up&Go. Below the Line not only designed and created the 'Weet-Bix All Blacks themed bowl' but went on to create the entire in-store campaign. The point of sale created for the campaign broke all category standards and resulted in Sanitarium gaining 3.2 metre displays in store (in some stores took the entire theme out to the car parks creating some of the largest displays ever seen in New Zealand). Weet Bix sales increased 14% and UP&Go sales increased by 55%. Each individual product met high quality standards as ensured by independent quality inspection services. 80% of stores participated with 100% of Sales Reps reporting store engagement was either high or very high.

## WHAT THE CLIENT SAID

- "The level of the displays was well above anything previously seen! The 6 month campaign was a huge success with 90% clearance before the promotion ended, some stores cleared in two weeks!"

## WHAT THE JUDGES SAID

- Great quality product with consistent branding
- Impressive sell-through with amazing sales results
- Longevity of use ensures long time brand exposure
- Technical decoration is exceptional, great ROI!





## SILVER

**COMPANY NAME:** BELOW THE LINE

**CLIENT COMPANY NAME:** Beam New Zealand

**ENTRY:** Midori Jug

Beam NZ approached Below The Line with the brief to develop an item to that would drive sales of Midori over the 2011 summer period, and which had to be relevant to the brand and delivered on a minimal budget. Below The Line decided that the most effective promotional product would be one that encouraged the use of Midori and that would stand out on the shelf. They designed the Midori Cocktail Jug which could also be used as packaging for Midori bottles. Because this was a completely original product, a mould had to be designed and developed for the jug and lid and colour matched specifically to the Midori unique green. An 'Emerald Collins' cocktail recipe was then printed on the side of each jug showing the exact measurements of ingredients required. The product created fantastic standout on the shelf and the 80% increase in sales was simply outstanding.

### WHAT THE CLIENT SAID

- "Midori Punch jug promotion was an outstanding success for Beam NZ. The campaign ticked all the right boxes."

### WHAT THE JUDGES SAID

- Very strong results with impressive increase in sales
- Stylish design with an excellent colour match
- Eye catching and functional
- 100% creative from the promotional company



## BRONZE

**COMPANY NAME:** CHILLI PROMOTIONS

**CLIENT COMPANY NAME:** Australian Export Consortia

**ENTRY:** Kellogg's Promotional Pencil Case

The client was searching for a way to increase sales and create a point of difference from their competitors. The product needed to be a premium giveaway which provided an educational slant for kids returning to school but was also interesting. Chilli designed a gift with purchase program that focused on a pencil case/calculator combination where by simply touching the numbers printed on the cover of the case (no buttons) the calculations appeared on the led screen. The product was 100% carbon offset and was a unique point of difference, as well as aligning with Kellogg's Corporate Social Responsibility and Sustainable practices. There was a substantial increase in sales as a direct result of the promotional product. Not only did the campaign build the brand and add value to the products, it also helped Kellogg gain a competitive edge over its competitors. The campaign was rolled out in the Pacific Islands and was an overwhelming success not only in providing an incentive to purchases, but also in helping families and children attending school by supplying a useful product.

### WHAT THE CLIENT SAID

- "Chilli Promotions has been successful in delivering a highly effective promotional product, offering great service, delivered in time and well within our budget, as well as aligning themselves perfectly with our brand."

### WHAT THE JUDGES SAID

- Product was 100% carbon offset
- Great technology in a dual purpose product
- Impressive sales increase directly due to the promotional product



# GOLD AWARD



**COMPANY NAME: BRANDCONNECT**

**CLIENT COMPANY NAME: Department of Environment and Conservation**

**ENTRY: Bungle Bungle Range**

The Purnululu National Park needed a creative way to raise funds for its Visitor Centre and increase awareness of the Bungle Bungle mountain range. To do this, Brandconnect designed an apparel range of Australian made clothing with never seen before, eye catching designs. They linked the range to a fundraising and awareness campaign to draw attention to the park. It was also important that the products tie closely with Australian tourism; Brandconnect incorporated Aboriginal designs and ensured the products were 100% Australian made. The new, retail quality, range of apparel was leaps and bounds above what the visitors had ever seen before and created such a desire to buy that the campaign exceeded the customer's expectations achieving great sales results, substantially contributing to the Visitor Centre's revenue.

## WHAT THE CLIENT SAID

- "The merchandise range produced by Brandconnect was a major contribution to the revenue for the Visitor Centre."

## WHAT THE JUDGES SAID

- Quality 100% Australian clothing range
- Inventive designs and campaign
- Exceeded client expectations





## SILVER

**COMPANY NAME:** PPI PROMOTION & APPAREL

**CLIENT COMPANY NAME:** ETSA Utilities

**ENTRY:** ETSA Sign Post

ETSA Utilities was promoting the six main attributes of their new culture: 'One ETSA'. They wanted a promotional product that represented the six attributes while still promoting one singular vision. The solution was a sign post that would sit on employees' desks and in various areas around each office. PPI Promotion and Apparel created a custom designed sign post that was delivered in a flat pack for convenient shipping and distribution among ETSA offices. It was also recyclable, which fit with ETSA Utilities' commitment to managing waste.

A major accomplishment of PPI Promotion and Apparel was the ability to create a quality product that exceeded ETSA's expectations. The client had quoted the job out to multiple promotional companies at the same time. A variety of solutions were offered at exorbitant prices, but PPIPA was able to provide their solution at a 90% savings from the others. The sign posts have been incredibly successful and PPIPA's inventive solution provided great ROI

### WHAT THE CLIENT SAID

- "We are thoroughly impressed by the effort of PPI in finding a cheaper, more robust and efficient way of creating the product that fit our brief."

### WHAT THE JUDGES SAID

- Inventive with exceptional value
- Brought in for well under original budget
- Simple idea that strongly conveys message



## BRONZE

**COMPANY NAME:** BELOW THE LINE

**CLIENT COMPANY NAME:** Auckland Transport

**ENTRY:** Hop Satchels/Merchandise

In April 2011 Auckland Transport began the task of swapping 75,000 GO-Rider cards to the new HOP card, a smartcard ticketing system. Auckland Transport requested that Below The Line create a useful promotional product for the 'HOP Helpers' who would be walking the streets and swapping customer transit cards. In support of the new brand, a range of items were created including custom shoulder bags, validator covers and button badges. The satchel held the paperwork and other supplies and the retail feel made the 'HOP Helpers' happy to wear them. It provided a consistent brand message and Below The Line worked under tight timelines and cost restraints. They paid close attention to detail in order to provide a locally manufactured product that exceeded the client's expectations. With a minimal amount of information they created a highly functional, long lasting branded satchel with multiple removable storage sections. The new brand promotion helped Auckland Transport switch all the customers onto the new HOP card over just a two month period.

### WHAT THE CLIENT SAID

- "The take up of the new HOP card was a success. All GO-Rider users transferred to the new card within 6 weeks and the promotional bags and other merchandise successfully helped to achieve this goal."

### WHAT THE JUDGES SAID

- Strong graphics and innovative design ensuring the users would re-use the bag.
- Eye catching from afar without being gaudy
- Purpose-built for promotion with incredible quality



*I want to have sex with you during every commercial break during the Footie game season, and yes they are real.*

*Please tell me more stories about your friends and I really love when your Mum comes to visit.*



**IF IT LOOKS TOO GOOD TO BE TRUE, IT PROBABLY IS...**

95% of consumer complaints this year came from unsuspecting clients who dealt with NON-APPA Members. APPA can only mediate disputes if you deal with a legitimate APPA Member.

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**Go to:** [www.appa.com.au](http://www.appa.com.au)

**Click on:** "Find a Promotional Products Company"

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### **WHAT YOU SHOULDN'T HEAR FROM A PROMOTIONAL COMPANY:**

- That they will undercut any price
- There is no need to sign off on artwork approvals
- That there is no reason for them to be an APPA member
- That they are, The Best, or Australia's #1, or The Top Promotional Company (*APPA doesn't rank companies*)
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