



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

AWARDS

Promotional Products Excellence

RESEARCH SHOWS PROMOTIONAL PRODUCTS, EFFECTIVELY PROVIDED BY APPA MEMBERS, CAN GROW SALES, 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
- 84% said a promotional product created more favourable impressions of the brand itself
- 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
- 50% of recipients use them daily
- 52% of people do business with a company after receiving a promotional product
- Total Promotional Product Sales in Australia in 2013: \$1.36 Billion
- Total Promotional Product Sales in New Zealand in 2013: \$144 Million

HOW MANY PEOPLE HAVE AT LEAST ONE PROMOTIONAL PRODUCT IN THEIR KITCHENS? 91% (PEOPLE SPEND ON AVERAGE 3-5 HOURS A DAY IN THEIR KITCHENS)

REACH & RECALL:

- 71% of business travellers surveyed reported receiving a promotional product in a 12 month period.
- 33.7% of this group had the item on their person.
- 56% of people kept their promotional product for more than one year.
- 76.4% said they kept their promotional product because it was useful.
- 76.1% of the respondents could recall the advertisers name on the product

HOW EFFECTIVE ARE PROMOTIONAL PRODUCTS IN STAFF RETENTION, MOTIVATION AND BRAND INTEREST?

- 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.

UNDERSTANDING THE MEDIUM:

The product is only one component in the whole campaign. The creativity used to get a response is the key to increasing profits and promoting brands.

Successful campaigns require:

- Strategic logistical and emotional roll out
- Action engagement triggers
- Data collection analysis
- Technical logo application knowledge
- Creating the difference between a 'passive' and 'active' promotion

APPA is the only professional trade association specifically for the promotional products and promotional marketing industry.

For over 25 years APPA has representing the regions of Australia, New Zealand, New Caledonia and PNG.

APPA members have a Code of Conduct, training, and purchasing pricing advantages.

APPA is a proud, founding member of the International Federation of Promotional Product Associations (IFPPA) and they promote professionalism, ethics and communication throughout the world wide, multi billion dollar promotional industry.

Looking for fun ideas? Go to www.appa.com.au, click on Promotional Products to search and quote.



Contact Details: APPA can help guide you to the most reputable professionals in our industry
www.appa.com.au

Phone: AUSTRALIA 1300 GO APPA (46 2772) or +613 6224 7775
Email: info@appa.com.au

Phone: NEW ZEALAND +64 9 424 5896
Email: nzinfo@appa.co.nz

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WELCOME

FOR 25 YEARS APPA MEMBERS HAVE BEEN THE LEADERS IN PROMOTIONAL MARKETING. THEY HAVE SET THE STANDARDS IN CREATIVITY, ROI, INTEGRITY, SAFETY AND SUCCESS.



CEO APPA (Australasian Promotional Products Association)

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



In a time when advertising and marketing budgets must be spent wisely, it is essential to find the most creative and successful return on investment. I invite you to enjoy this year's winning entries in the APPA Awards for Promotional Excellence.

This year's winners illustrate only a fraction of the fantastic ROI and creativity available when using promotional marketing to reinforce your brand, increase sales and reward future customers. If you do not currently have a promotional products action plan in your marketing, you are missing out of one of the most effective, economical forms of advertising available.

Despite the tightening economy, promotional products continue to provide great success across a diverse range of industries. We applaud all the winners and remind consumers how crucial it is to confirm the company you purchase promotional products from are APPA members. 95% of complaints APPA receives are from unsuspecting clients who have dealt with unethical Non-APPA companies.

Confirm your provider is an APPA member:

- Go to www.appa.com.au
- Click on the blue tile 'APPA Members'
- Select 'Advanced Search'
- Search by 'Name' or select a 'Region'

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

William Kestin

CEO APPA (Australasian Promotional Products Association)

President IFPPA (International Federation of Promotional Products Associations)

PLATINUM



COMPANY NAME: TRACTION PROMOTIONS

CLIENT COMPANY NAME: Client: Lion.

Agency: Momentum Worldwide

ENTRY: Ted TV Cooler

Lion wanted to increase brand awareness and sales by using a unique promotional product which would put Toohey's Extra Dry (TED) at the forefront of their target market's purchasing. Additionally they wanted the item to increase their visual impact presence in stores.

Traction Promotions were briefed to create an item with TED's culture of doing the simple things but with a TED edge, by turning it on its head. Traction Promotions designed and manufactured a highly desirable gift with purchase powerhouse. They started with a useful back yard item, the humble Cooler and constructed a watertight additional lid which contained a flat screen TV allowing their target market to combine some of their great loves; sport and a drink with friends.

Traction Promotions answered the brief perfectly and well exceeded the client's expectations. With 14,000 likes on Facebook and some of the best volume sales figures seen, Traction Promotions truly has risen above the crowd to create a loved product amongst winners, store staff, the sales team and consumers.

WHAT THE CLIENT SAID

"Traction has raised the bar with their ongoing development of unique and original premiums. The TED TV Cooler has set a new benchmark that will be very tough to beat".

WHAT THE JUDGES SAID

- Great value added to the brand.
- Perfect fit with target market.
- Invigorated sales to an impressive level.
- Brand awareness that was created from the promotion was exceptional.



M AWARD



GOLD AWARD



COMPANY NAME: ARID ZONE

CLIENT COMPANY NAME: Scalable Data Systems

ENTRY: Scalable Data Systems e-book Brand Activation

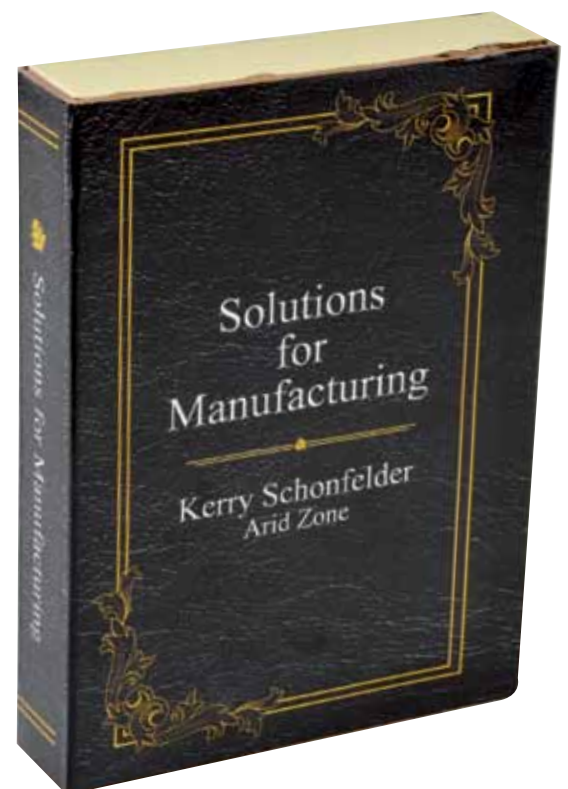
Arid Zone and Scalable Data Systems, workshopped Scalable Data Systems communications plan and brand strategy with special focus on how they could get appointments for sales presentations with the highest level of decision makers. Scalable Data Systems wanted to create and retain a sophisticated, modern and solution orientated image.

After Arid Zone conducted comprehensive research, the packaging was designed to reflect a classic looking book which included the personalisation incorporating the recipient's name, then when opened revealing the e-book inside. The product and the packaging served as the promotion which fully encapsulated and complimented the promotion of Scalable Data Systems software package. The e-book called each recipient to action and comprehensively illuminated Scalable Data Systems sales message.

The campaign returned an incredible 85% response rate with a higher than expected ROI.

WHAT THE JUDGES SAID

- Went to the core level of their high end customers with amazing response rates.
- A true memento that the recipients will use into the future.
- Return on investment and the personalised recipient experience was impressive.
- The packaging was exceptional. Effective client call to action.



SILVER

COMPANY NAME: SANDS PROMOTIONS

CLIENT COMPANY NAME: DHL Express

ENTRY: DHL Express Brand Awareness and Mercedes Benz Fashion Week Partnership Campaign

DHL Express placed Sands Promotions in charge of increasing brand awareness and promoting their official logistics partnership with Mercedes-Benz Fashion Week to attendees, designers, delegates and the media. Sands Promotions wanted to find a practical solution which would highlight the very striking colours of the DHL Express brand while still keeping the focus on Fashion Week. Sands Promotions solution was two ranges of Garment Bags, which were used in show bags for delegates and back stage. Also, they were sent to each designer in a DHL Express Jumbo Junior shipping box that included custom printed affiliated forms for bookings. Each box branded with "Every fashion designer needs a logistics and shipping supplier". The request form made it incredibly easy to use the DHL Express system and, from a seemingly loose connection, Sands were able to integrate DHL Express' brand successfully by creating a practical way for designers to transport and protect their garments. DHL Express were impressed with the results and the garment bags have since been seen at other events providing a strong brand recognition for an extended period of time.

WHAT THE JUDGES SAID

- Practical and very well made, especially for the price supplied.
- An event you would not normally affiliate with freight was strongly connected and reinforced with a very strong use of the corporate colours.
- Results were exceptional (increase take up of 20%) and the customer was happy with additional business which resulted.
- The system that was created to assist the recipients in shipping their garments was genius.



BRONZE

COMPANY NAME: J9 PRINT CONSULTANCY

CLIENT COMPANY NAME: Creature Design

ENTRY: Chorus Van

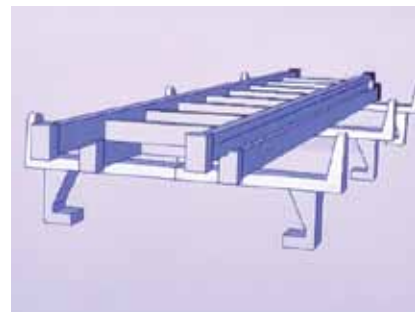
J9 Print Consultancy was approached by Creature Design to supply their client with a promotional version of the iconic vans which would not only be a perfect replica of their fleet; but would include specific attention to the roof racks, ladders and light. The vans would become part of a high quality, limited edition promotion, thereby reinforcing and enhancing the brand image.

J9 Print Consultancy designed and worked with many mediums before settling on a metal miniature. The job took on a deeper level of detail when the client wanted an exact replication of their roof racks, lights and ladders. J9 Print Consultancy were then faced with the seemingly impossible task of manufacturing handmade roof racks and ladders to each van. J9 Print Consultancy worked with their designers and artists to create specialised, mini versions of their roof equipment. Once produced, they were individually painted and attached to the vans (a mini jig also was produced to drill 6 holes in the roof of each van so the racks could be pushed into place).

J9 Print Consultancy managed to deliver on budget, on time and well above the expectations of the client. The product was highly unique and very valued by all the staff and the recipients.

WHAT THE JUDGES SAID

- Customised and incredible reproduction of the product.
- High quality and large amount of effort to produce to very specific requirements and time frames.
- Went well above and beyond the customer expectations.
- Details were fantastic. Very valued by the staff who were distributing them and the recipients.



GOLD AWARD



COMPANY NAME: DESIGNER GIFTS

CLIENT COMPANY NAME: BCCWA (Breast Cancer Care WA)

ENTRY: Purple Bra

As a non-profit charitable organisation BCCWA (Breast Cancer Care WA) relies on fundraising events (including the most popular, Purple Bra Day) to provide personalised emotional, practical and financial support to people affected by breast cancer.

Designer Gifts were briefed by BCCWA that besides a new and engaging design, they wanted them to address some technical issues around a 'one size fits all' which existed in previous years. Besides designing a new two-tone purple garment, this year the bra included a specially designed bra extender, which made it comfortable for all sizes and easy to get in and out of. The results were hugely successful. Participants were also encouraged to upload images of themselves, which became wildly popular. The bra was also featured on television, print media and on the radio. BCCWA were thrilled with the results and the professionalism of Designer Gifts.

WHAT THE JUDGES SAID

- Incredible statistics and huge ROI.
- Incorporating the Social Media was impressive.
- Technical branding was exceptional and renovations to the design impressive.



SILVER

COMPANY NAME: BELOW THE LINE NZ

CLIENT COMPANY NAME: Te Whanau O Waipareira

ENTRY: Te Whanau O Waipareira Taonga Pendants

Te Whanau O Waipareira approached Below The Line NZ to create a gift which the Trust's CEO could give as a gift to the Kaumatua (elders) and dignitaries of the Trust. Originally the Trust suggested cuff links or a tie pin however after careful consideration of the Trust's values, Below The Line NZ found a local carver who could recreate the logo using native wood and Paua shell to create a bespoke pendant.

The Trust was thrilled with the creative energy Below The Line NZ exercised. Below The Line NZ worked closely with a local supplier to design the pendants. The Trust was extremely sensitive about creating an exact replica of their logo, as any deviation from the logo design would change the meaning. Below The Line NZ inspected every item to ensure no degradation of the logo occurred. The Trust is so delighted with the end product that the pendants have gone from a one off gift to a highly valued acknowledgement, which now holds strong significance among the Kaumatua and Whanau (individual members) of the Trust who are being recognised for outstanding contributions.

WHAT THE JUDGES SAID

- High perceived value and a well-made, local quality product.
- Well-crafted piece of Maori cultural design and significant for the people receiving it.
- The attention to detail was impeccable, 100% creative from the promotions company.
- The Pendant was very applicable to the trust's values.



BRONZE

COMPANY NAME: STICKERS AND STUFF

CLIENT COMPANY NAME: GOPU Football Club - Gumatj Corporation

ENTRY: Stickers and Stuff for GOPU Football Club

Situated near the mining town of Gove in the Northern Territory is a small Aboriginal Community in northeast Arnhem Land where the GOPU Football Club reigns supreme. However, the GOPU Football club needed a revival since their last GAFL Premiership was in 2008. Stickers and Stuff were given the task of encouraging and promoting participation in the GOPU football club amongst the indigenous community while making it fun, reflecting the team colours and finding promotional items which were useful to the team members and families.

Stickers and Stuff created a wonderful range of items which perfectly encapsulated the brief. The flow through from the promotional products was felt amongst the entire community encouraging increased involvement and renewed energy about the team. Included in the items were new uniforms for all team members with the complex GOPU logo excellently reproduced.

WHAT THE JUDGES SAID

- Technical accomplishments of printing a difficult logo on small and medium sized products was exceptional.
- Consistent range, great quality and perfect for the target market.
- Wide range which encompasses everything you would want for your local sports club.



GOLD AWARD



COMPANY NAME: TRACTION PROMOTIONS

CLIENT COMPANY NAME: Client: Lion.

Agency: Momentum Worldwide

ENTRY: TED TV Cooler

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WHAT THE JUDGES SAID

- Great value added to the brand.
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- Invigorated sales to an impressive level.
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SILVER

COMPANY NAME: JPS MARKETING LTD

CLIENT COMPANY NAME: Independent Liquor (NZ) Ltd

ENTRY: Woodstock Bourbon and Cola Chill Grill Retail Promotion

Following on from their 'APPA award winning' work last year with this client, JPS Marketing Ltd were approached by Independent Liquor (NZ) Ltd to help drive consumers to retail liquor stores, reinforce brand awareness, maximise loyal and impulse sales opportunities while attracting the target market when launching the new Woodstock Honey flavoured beverage. It was important to also highlight the Bee logo and Woodstock's sponsorship of the V8 Super Tourers.

JPS Marketing Ltd answered with the Woodstock Bourbon and Cola Chill Grill. A never seen before hybrid which was half a BBQ and half cooler with lids that folded out to tables fashioned after the shape and style of Woodstock cans: the perfect back yard party companion. The branding of the Chill Grill was extremely unique with a new method of 'baked on' transfers – this was needed to counteract the extreme fluctuations in temperature in the Chill Grill. Independent Liquor (NZ) Ltd was absolutely thrilled with the results. Sales of Woodstock were up 12% and the Chill Grill increased brand awareness and were hugely coveted by customers.

WHAT THE JUDGES SAID

- Custom product which had very impressive construction and successful sales.
- Perfect mix for this brand and delivered a high end premium item that really catches the eye, durable branding was amazing.
- 100% creative from the promotions company who invested a lot of time in the design.



BRONZE

COMPANY NAME: BELOW THE LINE NZ

CLIENT COMPANY NAME: Kimberly-Clark NZ

ENTRY: Huggies Animal Toys

Contending with the toughest critics around – Mums and Bubs, Below The Line NZ was given the daunting task of creating a Gift with Purchase which would drive real time sales and deliver against the company objectives. The appeal of the Gift with Purchase had to resonate persuasively.

The initial promotional idea was thrown into turmoil following the earthquakes in Christchurch and at the last minute the campaign had to take a different direction. When Below The Line NZ resumed they had just 6 months to generate the ideas, create, design and produce the promotional products.

Working day and night managing the design, sign off, safety testing, outer packaging and customisation of the toys Below The Line NZ were committed to ensuring all of the key objectives were met and even with the challenging production schedule, committed to themselves they would exceed the client's expectations.

Below The Line NZ succeeded with flying colours. Kimberly-Clark NZ was positively thrilled with the results and post promotion research showed 39% of participants said it differentiated the product, 51% said it made them feel warmer towards Huggies and 45% of non-Huggies users indicated interest to participate in future Huggies promotions. With record growth in new Huggies Loyalty Club members and a 7.3% increase in overall sales across the Huggies nappy range, Kimberly-Clark NZ couldn't be happier.



WHAT THE JUDGES SAID

- Incredible results!
- Really high quality toys which inspired purchase of the product.
- Increased perceived value of their brand and 100% creative from the promotions company.

GOLD AWARD



COMPANY NAME: WALKIN' PROMOTIONS

CLIENT COMPANY NAME: Showcase / Foxtel

ENTRY: Game of Thrones - Dragon Eggs

Amongst the swirling flames and smoke Daenerys Targaryen became the Mother of Dragons and so began her coming of age in the epic story of Game of Thrones. To celebrate the beginning of the third season Showcase / Foxtel wanted to create an item that would tie into the Easter Monday launch date entrusting the brief to Walkin' Promotions. The promotion was targeted at Foxtel's call centre staff, media outlets and key journalists.

Walkin' Promotions designed a custom made set of 3 chocolate eggs which each contained a dragon and used custom packaging to highlight details about Game of Thrones and airing dates of each episode. The dragon egg boxes were presented to each call centre employee when they arrived to work the last day before Easter.

Showcase was absolutely thrilled with the results calling the dragon eggs 'the most successful piece of merchandise ever'. The eggs were highly sought after and repeated requests for the eggs flooded in. The link Walkin' Promotions created between the series and Easter was a major hit and perfectly enthused all the recipients while imparting the relevant information tastefully (literally)!

WHAT THE JUDGES SAID

- Really exceptional quality which was turned around in a short amount of time.
- Hit the target market and resonated with what they were trying to promote in an interesting and positive way.
- Very unique product which was well executed and presented.
- Beautifully packaged.



ENTRY: ReachLocal Australia Merchandise

Orangewalk Promotions Pty Ltd researched their specific target markets and working strategically with ReachLocal designed an entire suite of promotional products which engaged each market in multiple ways through multiple channels. The finished range was extremely well branded and consistent. It well exceeded the expectations of ReachLocal Australia and showed the science of detailed market research can directly engage a specific target market while replicating the client's core values.

WHAT THE JUDGES SAID

- Suited the target audience with a large range of useful, quality items.
- Came in under budget, while still supplying high quality.
- Technically extremely well branded and consistent. Both large and small items were perfectly branded showcasing the logo.
- The client feedback was exceptional.



BRONZE

ENTRY: Stacks Goudkamp

Flip Promotions Pty Ltd responded with a gift box which was completely bespoke and had a quality set of products which perfectly matched the client's corporate colours. Stacks Goudkamp has had an overwhelming response from their clients and received high praise and thank you letters and emails. It was so successful in generating interest that now other Stacks franchises have now adopted the gift box scheme.

WHAT THE JUDGES SAID

- Client letter was exceptional. Based on the service and expertise Flip Promotions Pty Ltd has shown it has inspired their client to look for additional opportunities with Flip Promotions Pty Ltd.
- Very elegant box set which was very well received by clients.
- Impressive presentation with subtle but effective branding.





ENTRY: 86 Merchandise Launch

The high end products became highly desirable. Chilli Promotions went the extra mile by creating an online ordering platform where dealers and staff go to buy the products. Further testament to the success of the promotion is the replication of the same process for the new Corolla and RAV4.

- Exceptional range of products that are very high quality and really suited to the target market.
- A range you would really want: high perceived value with the brand name products.
- Enhanced the 86 brand and matched the brief.
- Customer was thrilled with the service provided and replicated the success across other brands.

SILVER

COMPANY NAME: PPI PROMOTION & APPAREL

CLIENT COMPANY NAME: Codan Radio Communications

ENTRY: Envoy Technology

When Codan Radio Communications released their new high frequency radio with a full colour screen on the handset, they wanted to let the world know. So when Codan Radio Communications presented their brief to PPI they had a strong idea of what they wanted to achieve. They needed both ends of the promotional spectrum. The products needed to be easily transportable, light in weight, be functional and provide ongoing use. They would be presented at events and conferences around the world. When PPI Promotion & Apparel presented Codan Radio Communications with a USB and Baggage Tag in an exact replication of the new radio including the colour screen, Codan Radio Communications was thrilled. The products were perfect and became highly desirable. Codan Radio Communications was extremely impressed with PPI's understanding of and ability to meet their brief. The feedback received was overwhelmingly positive and reorders are now occurring.



WHAT THE JUDGES SAID

- Fantastic detail and replication of the product.
- The promotional items are very useful and the excellent technical application of the colour screen.
- Very cool USB which met the clients brief and provided a memorable product.

BRONZE

COMPANY NAME: PRODIGY PROMOTIONAL MERCHANDISE & WORKWEAR

CLIENT COMPANY NAME: Moreton Bay Regional Council

ENTRY: Disaster Management Program

The impacts from the 2011 Queensland floods were felt across the country. Then Premier Anna Bligh committed \$20 million to the Community Development and Recovery Package and wrote to councils informing them of the funding amounts they would receive to promote awareness and educate the public.

Moreton Bay Regional Council wanted a suite of promotional products they could give out at community based events including public conferences where the community was educated on disaster preparedness, risks associated with disasters, community recovery and resilience in the aftermath of disasters.

Budget and flexibility was crucial as Prodigy Promotional Merchandise & Workwear put together a cohesive mix of items that encapsulated the brief and engaged the target market. The items were designed to be general house hold goods that contained important information on disaster management and relief.

The merchandise was extremely effective in educating and engaging the community in a difficult and tense time. An increase in young people's awareness by 75% with the 'Zombie Survival' project and other impressive results solidified the program's effectiveness.



WHAT THE JUDGES SAID

- Wonderful service provided, looking after the clients budget restrictions and need for transparency effectively.
- Wide assortment of useful and educational merchandise.
- Well printed and presented and exceptional consistency of branding amongst the items.

GOLD AWARD



COMPANY NAME: FLOURISH MARKETING

ENTRY: Flourishing Ideas

Seeking a technologically 'cool' product which would generate conversation, Flourish Marketing scoured the new technology to find something which would illustrate that Flourish Marketing could supply the 'Wow' factor. Enter the 'Video Mailer'.

The Video Mailer is an innovatively designed product which combines print, video and audio into one item. The video is custom made and presented in a card or flyer; the video automatically starts playing when opened.

The Video Mailer has been a key connection with high spending clients and has been an instrumental sales tool generating significant profits and growth for Flourish Marketing.

WHAT THE JUDGES SAID

- Very elegant, felt like a premium product. When I opened it I actually thought 'WOW' now this is cool'!
- Sales figures generated by this promotion were staggering.
- Great way to personalise your message and connect with clients.
- Well branded promotion and the technical aspect of all the branding on the other affiliated items were creative and inspiring.



SILVER

COMPANY NAME: SISTER KATE MARKETING ENTRY: Magic Kate Ball

Sister Kate Marketing's main objective was to create a product that allowed maximum brand messaging while reinforcing their creativity and consultative approach. The Sister Kate Ball provided them with this platform perfectly. Quirky and retro it has provided endless answers to their client's questions. The novelty would also ensure the recipients would keep the item on their desk for an extended period of time and be a talking point in future contacts. Sales, enquiries and complements are still flowing in! The ROI has been amazing and the strong brand representation has cut through the clutter and stood out.

WHAT THE JUDGES SAID

- I love a good pun – very clever, simple product which would be remembered and appreciated.
- The retro appeal was fantastic, great results!
- The colour was striking and the packaging was entertaining and informative.
- Had great customer feedback in addition to ROI.



BRONZE

COMPANY NAME: CRIPPPZ PROMOTIONS ENTRY: Crippz "Store Fresh" Brand Pack

Crippz Promotions had the opportunity to showcase their creativity at the Food & Grocery Council's AGM. They were able to create brand awareness by providing the Crippz "Store Fresh" Brand Pack. The pack included; a shopping list tick box pad which highlighted what customers should look for then when selecting a promotional marketing company, food stress shapes and a pen packaged on a grocery store foam tray in cling wrap targeting the recipient market perfectly. They also provided branded reusable shopping bags which highlighted their logo throughout the event. It was an inexpensive and entertaining way to generate sales and leads. The ROI was incredible.

WHAT THE JUDGES SAID

- It was an innovative and inexpensive way to appeal to the target market.
- Well-coordinated, well branded and simple but different.
- The shopping list was a great sales tool with impressive ROI.



BEST PROMOTIONAL WEBSITE

GOLD AWARD



COMPANY NAME: VAVAVOOM PROMOTIONS

ENTRY: www.vavavoom.com

VAVAVOOM Promotions have created a startling website filled with information and strong imagery. Using the notion of ideas instead of a singular focus on products makes the site interesting and keeps you searching. VAVAVOOM Promotions website is an endless catalogue of products which are both innovative and exciting. The ease of use and functionality is faultless.

Their V-TV section is a targeted educational page with interesting topics including one of the judge's favourites, Consumers Love Promotional. It is a well thought out website with a strong focus on brand image. VAVAVOOM Promotions has covered all forms of social media and the site even looks better on hand held devices.

WHAT THE JUDGES SAID

- Really strong site, the branding was exceptional and it engaged me straightaway.
- The site was very functional and I love the V-TV section.
- The search was geared more toward ideas then products.
- Aesthetically pleasing and functional, it has a mobile version which puts the search function right at the top which makes it easy for people commuting or outside of work to find products.
- The use of video was very unique and engaging.
- Aspirational aspect of the site created deeper thought of the medium.



SILVER

COMPANY NAME:

ASB MARKETING PTY LTD

ENTRY: www.asbmarketing.com

ASB Marketing Pty Ltd wanted to create a website which was both functional and educational. However their primary objective was to create a website which reinforced contact with ASB Marketing Pty Ltd, not just passive web searching. ASB Marketing Pty Ltd have achieved this with inspirational banners throughout their website and reinforcing their contact details and providing multiple channels to reach them.

The cohesive range of images reflects ASB Marketing's ability to market themselves as thoughtful about what was put on their site. It was clear this was a selection of recommendations, not just a lot of products.

The branding and simplicity of the site is a real draw card and the user is hard pressed to get lost in the site. The website works as an ideas generator where clients can access educational items as well. ASB Marketing's website has a great Google ranking and works well on hand held devices.

WHAT THE JUDGES SAID

- Really like the images; they are well photographed and consistent.
- Loved that they had decoration education for customers.
- Great use of categories and they have picked beautiful imagery.
- Powerful representation of effective search engine optimisation.
- Found it easy to navigate and the home page was welcoming.



BRONZE

COMPANY NAME: ARID ZONE

ENTRY: www.aridzone.com.au

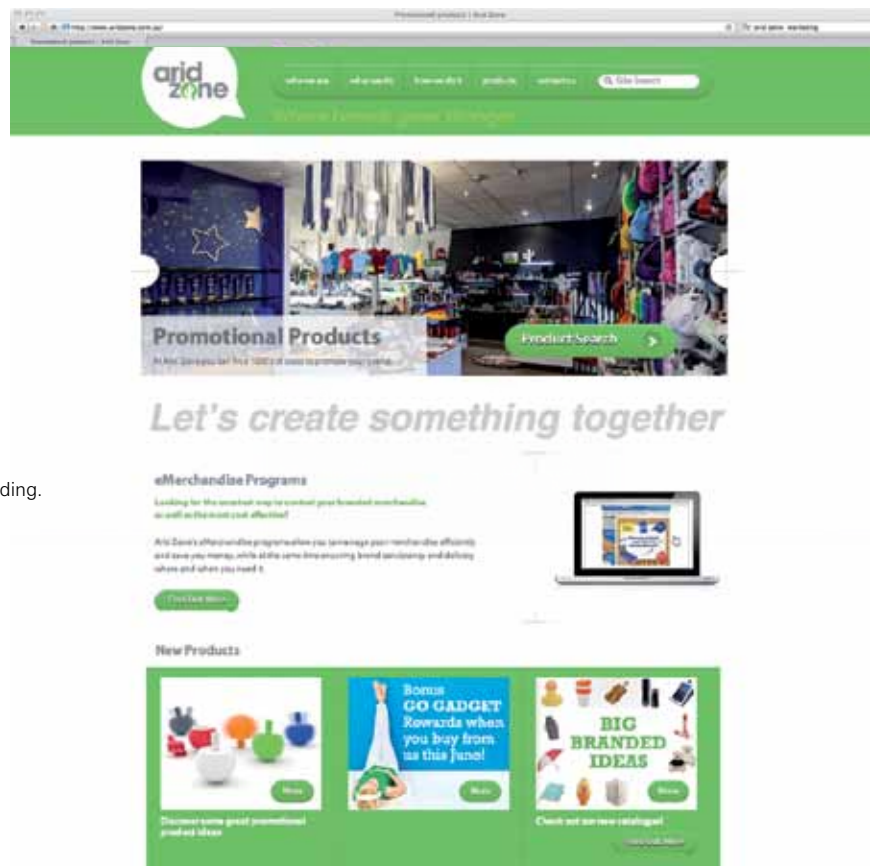
Arid Zone's website is a truly unique site which creates an ease of functionality, consistent with the demands of busy clients looking for solutions.

Arid Zone's website is a suite of easy to find and innovative products whilst maintaining a good consistency in branding and colour. All pages are streamlined with an emphasis on the products and services Arid Zone can offer. It is not text heavy and is easy to navigate.

The website is replicated well on hand held devices and smart phones allowing ideas to be accessed anywhere, anytime.

WHAT THE JUDGES SAID

- Good product search function, and very good, consistent branding.
- Easy to use with loads of innovative products and good information on the industry.
- Well laid out and catalogued. Search box on the front page took you where you needed to be.
- Clean site and easy to navigate, search engine functionality was good – nice use of icons.



SILVER

COMPANY NAME: WALKIN' PROMOTIONS

CLIENT COMPANY NAME: FOXTEL

ENTRY: Foxtel London Olympic Merchandise Program

The Olympics are a time when greatness is on display. When Walkin' Promotions secured the development of the merchandise for Foxtel their team felt the range needed to reflect the same values.

Walkin' Promotions were provided 100% creativity over the design but were also required to meet strict deadlines, seamless execution expectations and all within compliance of the IOC's strict branding regulations.

Walkin' Promotions was then challenged with a logo swap mid-way through the production of the range and 63 new artwork approvals, but they never faltered and met all of the deadlines and deliveries.

Walkin' Promotions then exceeded past the high service already provided by individually customising every recipients bag to the person's individual sizing and needs and then arranging the bags alphabetically so the client had ease of distribution. Foxel were ecstatic with the results.



WHAT THE JUDGES SAID

- Under difficult changing circumstances they delivered quality products on time.
- Three different levels of packaging and customising was impressive.
- Reflected the brand well, technically exceptional and beautifully packaged.
- 63 branding changes throughout production still took the time to customise the recipient's packs AND still delivered on time!? Amazing.

BRONZE

COMPANY NAME: FLIP PROMOTIONS PTY LTD

CLIENT COMPANY NAME: DTZ

ENTRY: DTZ

DTZ wanted to create an extensive merchandise range to bring DTZ departments and employees under one, unified banner. It wanted the range to meet all their varied marketing needs while reflecting their values of '...exceptional service rooted in a deep understanding of [the client's] needs...'. Additionally, Flip Promotions Pty Ltd had to be able to supply the merchandise to multiple locations with centralised warehousing and distribution.

Flip Promotions Pty Ltd worked tirelessly researching the purchasing patterns and requirements of their clients and developed a range that was both functional and highly desirable. Flip Promotions Pty Ltd also created an easy ordering system and all orders are dispatched by Flip Promotions Pty Ltd within 48 hours of receiving it.

DTZ were delighted with the range and the extra value Flip Promotions Pty Ltd brought to the brief. The ordering system has provided transparency and reporting well above the client's expectations.



WHAT THE JUDGES SAID

- Consistency of the branding across the range was exceptional as was the quality and diversity of the products.
- Beautiful high end items and the client was incredibly happy.
- A well-considered range which was executed exceptionally and the decoration was very good.
- The client sees Flip Promotions Pty Ltd as part of the team and an integral member of their marketing strategy.



ENTRY: Get your RMIT style on competition

The end result was incredible. RMIT has described working with Arid Zone as 'an absolute pleasure', 'stress free', 'seamless', 'flexible and adaptable'. They delivered on time in extremely tight time frame and helped the client align their merchandise range with their Uni's reputation for innovation and design.

- Great to see effective use of social media to engage the student's creativity and get the promotion energised.
- Impressive concept, Facebook involvement was amazing and wonderful quality of goods supplied.
- The promotional company added value that was proactive while still being sensitive to the client's needs.
- Building the online channel for students to get involved and share what they liked played perfectly into the viral environment of exchanging ideas and increasing interest. That caused the campaign to organically self-promote and win thousands of brand advocates.

SILVER

COMPANY NAME: ARID ZONE

CLIENT COMPANY NAME: United Inn-keeper Association Limited

ENTRY: "Esky of Cash" Campaign

United Inn-Keeper was keen to raise Thirsty Camel brand awareness, add new members to their 'Hump Club' and facilitate ongoing and long term sales growth.

Arid Zone designed the Esky of Cash, in their iconic Thirsty Camel Green, with supporting POS for in-store display and online entry to join the Hump Club and win. The results were astounding. Thirsty Camel web traffic was up a huge 150%, the Hump Club growth was up 40% which was double the primary objective. Arid Zone added additional unexpected value by creating a promotion that organically drove a huge number of fans to the recently created Facebook page. Thirsty Camel in-store sales increased substantially during the promotion as well.

WHAT THE JUDGES SAID

- Really impressive numbers: the overall figures were double and delivered new members.
- The success of the fully integrated solution drove the other above-the-line advertising.
- Fantastic execution of the point of sale items and great added value.
- Unexpected and good web result especially with Facebook additional 'likes' which resonated with the recipients.



BRONZE

COMPANY NAME: FLOURISH MARKETING

ENTRY: Web Keys: The Key to your Web Site

Flourish Marketing wanted to promote themselves as leaders of innovation and new ideas. They wanted to link their clients directly with their website and draw business into the company.

Flourish Marketing created their customised Web Key. While cost effective, the beautifully presented web key has a high perceived value. The embedded URL directly links clients to the appropriate section of their website unencumbered by firewalls or other security measures. Flourish Marketing have increased its sales by 40% in the past year and the Web Key has been a huge contributor to this success.

WHAT THE JUDGES SAID

- The packaging is a colourful and really well constructed as a delivery mode for the web key.
- Excellent quality in its production and design. An effective way to present a small item and providing it extra importance.
- A lot of information on there to inspire ideas. The Key was simple, direct and automated.



LIMITED BUDGET (UNDER \$5.00)

GOLD AWARD



COMPANY NAME: BELOW THE LINE NZ

CLIENT COMPANY NAME: Hancocks

ENTRY: Tia Maria Hair Straighteners

When Hancock's decided they wanted to produce a gift with purchase to drive the sales of Tia Maria, they had the Tia Maria story firmly in their minds. With women making up the large demographic of Tia Maria consumers, Hancock's were determined to find an item of high perceived value within a very small budget.

Below The Line NZ knew they were searching for something unique which broke away from the standard gift with purchase items being used in the beverage sector. They designed the Mini Tia Maria Hair Straighteners whose perceived value was 6 times its actual cost.

The Mini Hair Straightener also had to work well and be consumer safe. It hit the target market perfectly which lifted brand awareness. Tia Maria sales increased significantly and the appeal of the gift drove increases in distribution. The client loved the creativity, the value and the price.

WHAT THE JUDGES SAID

- High perceived value gift with purchase increased sales and distribution.
- Worked well with the target demographic and was a unique product.
- Electronic items can be tricky, but it sounds like these were great quality.
- High perceived value provided in a short time frame at an amazing price.

SILVER

COMPANY NAME: JPS MARKETING LTD
CLIENT COMPANY NAME: LION – Beer,
Spirits & Wine (NZ) Ltd
ENTRY: Speight's Sauce Bottle

Working to an extremely tight budget, JPS Marketing Ltd was given some very specific brand values which needed to be represented with this promotion at a very reasonable cost. The focus needed to be on the Kiwi BBQ in Summer; getting mates together, throwing a few steaks on the barbie and enjoying a couple of ice cold Speight's. Tying into this theme was the promotion "We're bringing good mates back home", a promotion which flew 50 expat New Zealanders home for a summer vacation.

JPS Marketing Ltd showed their creativity with the custom made Speight's Sauce Bottle. The Speight's sauce bottle was the perfect link between the summer BBQ and Speight's. It complimented the new Speight's bottle by being a perfect replication and it met the targets by being a usable, long lasting item in the home thereby driving long term brand awareness and sales. Speight's were delighted with the item which came in under budget and provided a significant 22% increase in sales.

WHAT THE JUDGES SAID

- Sales figures were up 22%. Incredible value for under \$5 and really clever use of the shape as a sauce bottle.
- Tied in their marketing objectives of summer BBQ's and bringing their mates home.
- Integral part of representing what the brand wanted to say.



BRONZE

COMPANY NAME: TRACTION PROMOTIONS
CLIENT COMPANY NAME: Client: Lion. Agency: PMG Media
ENTRY: HSD Recordable Cooler "Pioneering Beering"

Lion wanted to create a promotional product which would resonate with Hahn Super Dry's younger subculture, increase brand awareness and drive the trial of HSD and HSD3.5. Traction Promotions were entrusted to realise the brief with something truly different.

Traction Promotions developed a gift with purchase program with the HSD Recordable Stubby Cooler, a quirky, fun product where at the push of a button you can record a message on the stubby holder. It perfectly fit the target market and drove sales up by a huge 43.8% whilst keeping the promotion well under budget. Lion had an enormous number of requests for additional stock and the promotion received a large amount of additional media.

WHAT THE JUDGES SAID

- Great conversation starter, perfect ice breaker.
- Fantastic results! Increased sales were impressive.
- The client was extremely happy and a perfect fit for the target market.
- Reproduction of the print on the stubby cooler was exceptional.



LIMITED BUDGET (UNDER \$5.00)

BRONZE

COMPANY NAME: BELOW THE LINE NZ

CLIENT COMPANY NAME: Fonterra Brands NZ

ENTRY: Anchor Calci-Yum Chiller Lunchbox

Fonterra Brands NZ wanted to create a product which would inspire Mums to purchase their chilled dairy items for children going back to school and solve the problem of keeping them cool until lunchtime. The promotion needed to drive sales while giving parents 'lunchbox inspiration'.

With huge scope and working to a very tight budget, Below The Line NZ presented Fonterra Brands with the insulated chiller lunchbox which was both small enough to fit in school bags but big enough to fit lunches in. The chiller lunchbox included a re-freezable brick and the design was 'cow spotted' and brightly branded to cut through with consumers (and their kids).

Fonterra Brands was so delighted with the promotion that they doubled their order overnight. The promotion increased volume sales by an incredible 23% and gross margin by 64%.

Cross selling to other Fonterra items also occurred.



WHAT THE JUDGES SAID

- Incredible sales figures! The item provided increased store presence.
- It was incredibly good value for under \$5 and the cooler pack was environmentally friendly.
- Client considerably impressed enough to double their original order.
- The quality of the item far exceeded the cost.



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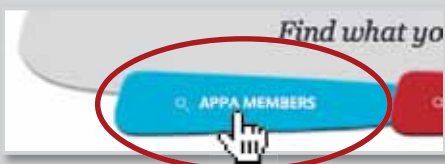
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- If a price seems too good to be true, it probably is!
- APPA members are held to a strict Code of Conduct

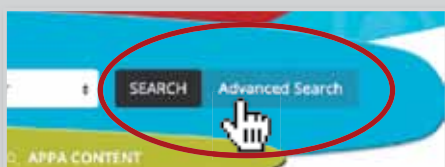
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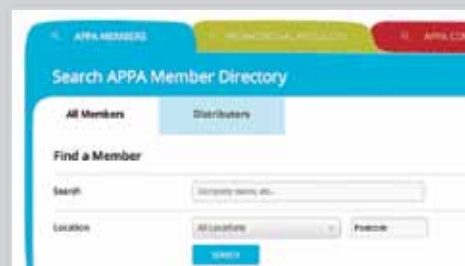
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