

APPA AWARDS CASE STUDIES

APPA AWARDS 2017
FOR PROMOTIONAL
EXCELLENCE
SUPPLIER'S BEST SUPPLIER

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AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

APPA Awards for Promotional Excellence

The APPA Awards for Promotional Excellence celebrate the most creative part of our industry recognising the outstanding use of promotional products in business and marketing programs.

Proving the value of promotional product marketing as a means of driving brand activation, the award winners used a unique range of promotional products to drive strong engagement and profile elevation.

About APPA

The Australasian Promotional Products Association (APPA) is the only professional trade association specifically for the promotional products and promotional marketing industry in Australasia that advocates for, educates, and facilitates business in a region that turns over approximately 2 billion and employs approximately 20,000 people. APPA Members represent over three quarters of the leading and most influential promotional product professionals in Australasia. APPA was established to promote the development, integrity, professionalism and creativity of the advertising form dedicated to promotional products and marketing ensuring good business practices and the highest industry and community standards. APPA represents Members in Australia, New Zealand, and the Pacific Islands where each Member must follow a strict Code of Conduct to be permitted membership.

Promotional Products Work

APPA research shows:

- » 90% of large corporates use promotional products to increase brand awareness. The next most popular reasons were: adding value to attendees at events or activities, reinforcing brand value, connecting with consumers and creating a way to stand out from competitors.
- » 84% agreed promotional products offer value for money and 81% said the suppliers they had worked with, understood their business needs. Being proactive, creative and innovative was also highly regarded (70%+ agreed).
- » According to the Global Advertising Specialties Impression Study, promotional products are one of the most high-impact, cost effective advertising mediums. Consumers who receive a promotional product will typically give them to someone else when they are finished.
- » Across Australasia, studies show on average that individuals have 7 promotional products in their homes and/or offices.

According to research, recipients of promotional products have a significantly positive opinion of a business through:

- » Increase in positive overall image
- » More positive perception of the business
- » Higher likelihood of recommending the business
- » Higher likelihood of patronising the business
- » 58% of respondents keep a promotional product anywhere from one year to more than four years.
- » Endless array of options – with hundreds of suppliers across Australia and New Zealand, there are thousands of promotional products that can fit any budget. Having a variety of options allows for greater flexibility when planning out a marketing campaign of any size.
- » Today's consumers expect brands to reach them on a personal level. What better way to connect with consumers at these events than with promotional products?

**To find out more go to: www.promotionalproductswork.com.au
or www.promotionalproductswork.co.nz**



WINNER

ARID ZONE

Award: *Platinum Award for Overall Excellence*

APPA's Platinum Award for Overall Excellence is awarded by the judging panel to the award entrant considered as the stand out of all the awards, recognised for their excellence.

Company: *Arid Zone*

Client: *Xero Australia*

Products: *Power Bank pack, Satchel, Apparel, Water flask, Custom-designed pens, Keyring, Glass coffee cup, iPhone sleeve, Tote bag, Water flask, Xero pin, T-shirt*

The Brief: *Xero are a disruptor brand in the cloud technology space; the Apple of online accounting software. They promise customer high quality, easy to use and "beautiful" software. In short, Xero have made accounting cool. The Xero brief was to produce a bespoke merchandise range that fulfilled the Xero brand promise, further connecting customers with the brand. Nothing mundane, ordinary or off the shelf allowed! The business goals were three-fold Create a range of attractive branded products for internal staff and customer events; appealing enough to be purchased from an online store.*

Arid Zone needed to create products that could also be used during planned Xero tradeshow events. Xero stressed the functional, appealing range of products should be very practical to ensure continuous brand exposure. Quality and longevity were also important considerations and finally, the product and packaging needed to be commercial and retail standard.

To reach the internal staff and customer segment, Arid Zone created a global online store, offering staff and corporate clients the opportunity to shop and purchase from a wide range of Xero products via their own unique login with different pricing levels. Consumers can also purchase from the store with a more limited range available through an open online storefront.

The Results: *Xero's brief was to create a bespoke merchandise range that fulfilled their brand promise, further connecting customers with the brand. The resulting range was very successful. Customers not only loved the merchandise when presented - they were willing to pay a retail price via an online store. At Xerocon, their flagship trade event, the Swag' was a huge hit. The 2000 attendees didn't just enjoy wearing and using the products at the event, they shared their enthusiasm for the Xero brand, on social media! Finally, after their success in Australia and NZ, the Xero Merchandise Program has been launched into Europe, Asia and US, an exceptional result for the Australian promotional products industry!*

What the Client Said:

"Most people expect to be given company branded merchandise, we wanted to see if our customers love for our brand would translate into them purchasing our company branded merchandise. To do this, we needed to produce more than standard giveaway merch, nothing out of a catalogue. Our branded merchandise has been lifted to a much higher level than we have ever had due to working with our merchandising company, our staff happily wear it daily, even our design team which is a tough market!"

What the Judges Said:

"Beautiful Accounting Software - great to reference and link to the brand promise and it has been delivered through the merchandise."

"Well thought out and executed concept. A very impressive range of products with effective branding, obvious high quality. It seems very likely that people would actually use these."

"These products are beautiful quality and are something I think many people would happily wear and keep beyond a single use. Completely blown away by the quality of everything."

"Quality of product is amazing - and consistent with the brand promise of being beautiful."



What the Judges Said:

"PLUS - fantastic intro for a complex product"

"Each product is relevant, slick and would look at home in a doctor's office. The video brochure is an engaging solution which I think would grab the attention of at least some of the doctors it reached."

"The 3 concepts, design, creativity and selection of product were relevant and effective for educating doctors on the Brand"

"Very relevant solutions."

WINNER

FLOURISH MARKETING

Award: **Business To Business (B2B) (AU)**

This category is about the development, use and performance of promotional products in a B2B marketing campaign. The promotional products need to be an integral part of the campaign or have a clear contribution to the campaign. The campaign can be ongoing or with a finite end date. We are looking for the most effective use of promotional products developed to increase sales or improve brand awareness or to support a specialist campaign. Specialist campaigns can include (but not limited to) new product launch or strategy launch.

Company: **Flourish Marketing**

Client: **Insight**

Product: **Pain Responses**

The Brief: *Insight, a healthcare advertising agency, asked Flourish Marketing to suggest items that would entice doctors to respond to a series of direct mail pieces. A series of three DM pieces would form the basis of the education of doctors into a unique and severe indication for a remedy for PAIN.*

Their client is well respected by doctors which ensures that a DM program is likely to be opened and supported.

With Flourish Marketing's understanding of the minutia of the Medicines Australia Advertising Code they were able to suggest suitable items to support the DM program that included;

Clinical Posters: showing the many areas of the body that are affected by pain, Brain Model: the effect of pain on the brains function and Video Brochure: a key specialist discussing key elements of pain

Each of these items could give the doctor an opportunity to discuss pain with their patient and supported areas of diagnosis relevant to the drug.

5,000 of each of the mailings were sent to doctors in Australia - which is approx. 60% of the total doctor population. Each mailing offered an educational tool if the doctor responded via fax or email

The Results: *The client has been thrilled with the first responses to the mailings (doctors are notoriously slow in responding to mailings). The first and second mailing sent out have currently received a higher than industry average response and the recently sent third mailing is on track to exceed the previous figures from the original mailings.*

With many pain medication options available and strong competitors entering the market the client was thrilled to be receiving such a great response.

We gathered options from Brazil, Spain, Germany and China for the suggestions for this project and then coordinated the packing and delivery schedules from these countries to ensure the least amount of damage and timely delivery. A major logistical achievement. We are so thrilled that the client appreciates the effort!

WINNER

INCK MERCHANDISE



What the Judges Said:

"A great brief which clearly outlines consumer demand and product requirement."

"Good parameters stated and goals along with background."

"Great idea and good value. In line with the Christmas theme and probably a better than expected give away. Meets the objectives well."

"Great results by a cheap and simple promo gift. Impressed by the increase in participation."

Award:

Consumer Programs/GWP (AU)

This category is about, the most effective consumer promotional product marketing programs or campaigns through retail or other sales channel based on sales. This category includes incentive programs in which a product was given away with the purchase of client's product or service, gift with purchase, packaging, point of sale, retail product merchandising.

Company:

Inck Merchandise

Client:

Scenter Group

Product:

Westfield Create Your Own Christmas Bauble

The Brief:

The Scentre Group (Westfield) came to Inck looking for "Santa" giveaway ideas, with a high perceived value that stand out from the usual branded reindeer ears and Santa hat. The items needed to be gender neutral (Boy and Girl), suitable for children 3+ and ideally have an interactive/educational or 'playful' element to them.

With over 180,000 Westfield branded giveaways were to be put into the hands of kids and families, Quality, Safety and Compliance was a critical requirement.

The "Create Your Own Christmas Bauble" campaign hit Westfield Centres nationally on the first weekend of November 2016 and ran through the key selling period leading up to Christmas.

We created a customised Christmas Bauble in a bright red (and un-mistakenly Westfield) Gift Box, with a chalkboard surface and 3 pieces of coloured chalk to allow kids to create their own design or message to add to their Christmas tree at home.

Over 180,000 Baubles were distributed to 36 Westfield Centres in every state. The DIY Bauble was chosen to allow kids to capture their imagination and personalise their Free Gift at Christmas - the perfect time of year when kid's imaginations run wild.

The DIY Baubles were offered as a Gift with Purchase when customers signed-up for their Westfield Santa photo's. The offer was advertised through a Local Area Marketing campaign to help attract customers into their local Westfield (at a time where shopping online is fast becoming a viable option) and help create a fun and engaging experience for shoppers

..The Results:

The Activation was a huge hit!

Westfield were particularly pleased with the gift, the packaging and the fit with the Westfield brand positioning. With most promotional items, packaging is an afterthought or practical necessity so most items come packaged in a plain plastic bag or unbranded box. The custom-made gift box with clear acetate window presented brilliantly in centres and created a high perceived value for a free gift that was supplied for way-under the budget.

The sales results exceeded and a participation rate increase. Excellent retailer feedback was received from Westfield retailers across the country with the DIY Bauble a popular choice.



What the Judges Said:

"Good job establishing Sister Kate as a brand seeking imaginative products in relation to these feelers."

"The finger tentacle is an unusual and memorable product idea. 'Just putting the feelers out' is a clever Tagline to approach old clients."

"The idea is fun and well-integrated with the overall campaign concept"

WINNER

SISTER KATE MARKETING

Award: **Distributor Self Promotion (AU)**

This category is about products/programs to promote sales or refine the brand of the distributor company

Company: **Sister Kate Marketing**

Client: **Sister Kate Marketing**

Product: **Sister Kate Feelers**

The Brief: *Sister Kate Marketing pride themselves on delivering creative, attention grabbing, promotional products.*

They believe it is important to illustrate their creative and imaginative take on products by sending memorable and unique items to clients featuring their branding as a constant reminder of Sister Kate Marketing.

The strategy of this promotional campaign was to get back in touch with existing clients that they hadn't worked with for a while with the goal of working with them again. They looked at a list of clients and highlighted clients who fell in to this category.

The majority of people on this list had received Sister Kate products in the past so were familiar with the fun and playful approach to getting their message across.

They found the finger tentacles and straight away knew it was the right product for them. They are fun and memorable, just like Sister Kate. The tag line 'Putting the Feelers out' tied in perfectly with both the strategy of the campaign and the product.

Sister Kate sourced a white gloss box and had it branded with the messaging "Just putting the feelers out" and their logo. The printed box tied in perfectly with the overall look and feel of the product. The tentacle was incorporated into the artwork on the front of the box as a teaser of what was inside.

The Results: *With one small delivery, Sister Kate opened communication channels and became front of mind for the recipient and created a large amount of return business. The product itself was received in good humour and their clients still mention them when they call.*



WINNER

INCK MERCHANDISE

Award: **Limited Budget (under \$5) (AU)**

This category is about the most enterprising and effective promotional product or promotional product campaign where the cost of producing the product itself was to the value of \$5.00 (AUD or NZD) or less..

Company: **Inck Merchandise**

Client: **Nestle Australia**

Product: **Nestle "Choose Wellness" Portion Plate**

The Brief: *A balanced diet and physical activity are essential to a healthy lifestyle and overall personal wellness. As part of the world's largest food company, Nestlé Australia recognises the importance of providing information and products that contribute to healthy living.*

The Choose Wellness campaign is the backbone of Nestle's strategy to promote wellness and help position Nestle as a healthy choice by informing and educating consumers about Nestlé's products in the context of a broader health and wellness campaign.

An extremely important part of the brief was to meet Nestlé's strict standards of quality, safety and compliance for promotional items. With many of Nestlé's brands and products in the hands of infants and kids or in contact with food and or mouth, Nestle understandably sets the bar for quality levels which was a key requirement of the brief.

Inck developed and produced the Nestle Choose Wellness Portion Plate as part of Nestle's agency team which features an eye-catching design illustrating the healthy food choices and importantly, providing a physical example to help consumers understand healthy portion control (portion control and a balanced diet is an important message to communicate and how better to get the message across than providing consumers with their own plate specifically created to fit healthy portions).

The Results: *Over 160,000 plates have been distributed to consumers through the integrated campaign via nutritionists, partners such as the AIS, healthcare professionals and a highly successful shopper campaign developed by Evo agency in Westfield Centres nationally reaching more than 150,000 shoppers.*

In fact, over 8 different plate designs have been produced for different markets around the Asia Pacific including PNG, Fiji, New Caledonia and French Polynesia with customised designs and language to reflect the local culture - with a design for Aboriginal Communities that featured bush meats such as kangaroo and goanna.

What the Judges Said:

"A good brief outlining the client's requirement and also the context and need for wellness campaigns."

"The brief to Inck was to develop a branded merchandise item that could be distributed to consumers across an almost universal audience and promote the Choose Wellness campaign message. The plate promotional item contributed to achieving the awareness goal. Good quality graphics and plate finish for an item costing \$1"

"Fantastic concept to help visualise good eating habits and perfect to educate children and also incredibly practical."

"The promotional product delivers. The Nestle Choose Wellness Portion Plate which features an eye-catching design illustrating the healthy food choices and importantly, providing a quality physical example to help consumers understand healthy portion control both adults and children."



WINNER

ARID ZONE

Award: *Merchandise Programs and Event Merchandise (AU)*

This category is about the most effective merchandise programs based on take up rates. Merchandise Programs - includes programs where a range of merchandise is created for a client and stock is held and distributed. Event Merchandise - includes give away brand reminders, branded merchandise and onsite event marketing. Programs of high quality and unique merchandise which are consistent in brand message. This category includes custom product development, packaging design, redemption offers, large-scale product fulfilment.

Company: *Arid Zone*

Client: *Xero Australia*

Products: *Power Bank pack, Satchel, Apparel, Water flask, Custom-designed pens, Keyring, Glass coffee cup, iPhone sleeve, Tote bag, Water flask, Xero pin, T-shirt*

What the Client Said:

"Most people expect to be given company branded merchandise, we wanted to see if our customers love for our brand would translate into them purchasing our company branded merchandise. To do this, we needed to produce more than standard giveaway merch, nothing out of a catalogue. Our branded merchandise has been lifted to a much higher level than we have ever had due to working with our merchandising company, our staff happily wear it daily, even our design team which is a tough market!"

What the Judges Said:

"Beautiful Accounting Software - great to reference and link to the brand promise and it has been delivered through the merchandise."

"Well thought out and executed concept. A very impressive range of products with effective branding, obvious high quality. It seems very likely that people would actually use these."

"These products are beautiful quality and are something I think many people would happily wear and keep beyond a single use. Completely blown away by the quality of everything."

"Quality of product is amazing - and consistent with the brand promise of being beautiful."

The Brief: *Xero are a disruptor brand in the cloud technology space; the Apple of online accounting software. They promise customer high quality, easy to use and "beautiful" software. In short, Xero have made accounting cool. The Xero brief was to produce a bespoke merchandise range that fulfilled the Xero brand promise, further connecting customers with the brand. Nothing mundane, ordinary or off the shelf allowed! The business goals were three-fold Create a range of attractive branded products for internal staff and customer events; appealing enough to be purchased from an online store.*

Arid Zone needed to create products that could also be used during planned Xero tradeshow events. Xero stressed the functional, appealing range of products should be very practical to ensure continuous brand exposure. Quality and longevity were also important considerations and finally, the product and packaging needed to be commercial and retail standard.

To reach the internal staff and customer segment, Arid Zone created a global online store, offering staff and corporate clients the opportunity to shop and purchase from a wide range of Xero products via their own unique login with different pricing levels. Consumers can also purchase from the store with a more limited range available through an open online storefront.

The Results: *Xero's brief was to create a bespoke merchandise range that fulfilled their brand promise, further connecting customers with the brand. The resulting range was very successful. Customers not only loved the merchandise when presented - they were willing to pay a retail price via an online store. At Xerocon, their flagship trade event, the 'Swag' was a huge hit. The 2000 attendees didn't just enjoy wearing and using the products at the event, they shared their enthusiasm for the Xero brand, on social media! Finally, after their success in Australia and NZ, the Xero Merchandise Program has been launched into Europe, Asia and US, an exceptional result for the Australian promotional products industry!*



Merchandise has even travelled with official singlets being spotted in Palm Springs, California and on the Barcelona and New York DJ circuits

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What the Judges Said:

"The character is communicated strongly across several products from the soft toy to the activity books and tattoos, which provides consistency and multiple touch points and would up awareness and pester power from children."

"Identified genuine need to increase awareness of both racing as a family event and greyhound adoption."

"Impressive that the campaign covers off so many touch points, with each of the products of high quality and relevance to the campaign. There is strong consistency of brand across all products."

"Relevant and fun unique development of mascot understanding children as the target audience. Strong multichannel integration of creative idea into development of the promotional products and media."

WINNER

ARID ZONE

Award: **Promotional Product Innovation and Design (AU)**

This category is about the innovative and creative development of promotional products or designs for use within a promotional product program or campaign that demonstrates innovation and creativity, brand or campaign relevance, and is unique. The innovation/creativity /design must be predominantly developed by the APPA member. This can be in response to a brief or generated by the APPA member for the client.

Company: **Arid Zone**

Client: **Greyhound Racing Victoria**

Product: **Turbo - Greyhound Racing Victoria**

The Brief: *Arid Zone were asked to create from scratch a character to be the mascot of the Greyhound Adoption program (GAP). The logical choice was a cartoon character based on a greyhound, a name that could create excitement and fun, especially for children. From initial brief, 'GRV were blown away with our concept and 'Turbo' was born.*

Utilising the Turbo design, a number of items were then carefully and strategically selected to engage with kids by creating an "Activity Centre" at event venues.

The items selected and designed included:

- Giant inflatable jumping castle and slide
- Kids activity books with puzzles, colouring pages, fun facts, find-a-word
- Signage, marquees, banners
- Bags, Drink bottles
- Soft plush toy (Turbo)
- Interactive video game
- Apparel for volunteers

All the merchandise and signage was designed in-house by Arid Zone, ensuring a consistent "feel" with all items. Very specific APPA Suppliers were engaged to produce the items; most challenging being the giant inflatable jumping castle and slide to ensure they were made to spec and meet all safety standards.

The Results: *The campaign was initially rolled out over 4 major Greyhound racing days known as the Gippsland Carnivale from December 2016. Attendance at all events was considerably higher than previous years. One event had a record 5 times that of previous years with the majority being young families. Each event had an average attendance of 300-350 families an increase from 200-220 recorded in previous years.*

The campaign was so successful GRV then applied the same activity center and merchandise to 10 venues over the Easter School Holidays.

GRV acknowledged a higher than average attendance at every event.

The Turbo merchandise program was so successful the client has re-ordered most items including activity books, plush toys, colouring in booklet; in far larger volumes than originally order with plans to continue the campaign over the next few years. The Turbo mascot has also been attributed to the increase of adoptions of ex greyhounds through the GAP program. Young family attendance on these days has increased by a large percent.



What the Judges Said:

"It is recyclable and looks higher end - generally two opposing concepts. The product is of high quality, fits the Nespresso brand and does demonstrate the quality of the recyclable aluminum."

"Very thorough production process with full consideration of recycling impact."

"Mmmm! This totally answers the brief."

"Quality is consistent with the brand."

WINNER

SISTER KATE MARKETING

Award: **Sustainable/Eco Friendly/Recycling Programs (AU)**

This category includes products or programmes created by using recycled or environmentally-friendly products, carbon neutral products, focusing on fair trade, reducing waste and/or being environmentally friendly within the work place, with clients and/or the community. This category also includes products that reinforce an environmental message with products that are 100% recyclable at the end.

Company: **Sister Kate Marketing**

Client: **M&C Saatchi**

Product: **M&C Saatchi Nespresso Notebooks**

The Brief: *The client M&C Saatchi came to Sister Kate with a very clear brief for this job.*

Their client Nespresso wanted to create an environmentally friendly aluminum notebook with an aluminum cover to give to their Club Members.

The overall goal of the campaign was to educate Nespresso customers about recycling aluminum coffee pods

M&C Saatchi knew what they wanted - An environmentally friendly notebook with a high perceived value. The book would be sent via Australia Post so it needed to be less than 20mm in thickness including packaging.

The client wanted aluminum covers for the notebook with an embossed logo on the front and back.

The first 2 pages of the book were printed full colour with messaging about the process of recycling coffee pods. And drew a similarity between the coffee pods and the notebook both of which are 100% recyclable.

.The Results: *The promotion was a great success. The client M&C Saatchi couldn't have been happier with the end result. The job was delivered into the mail house ready for distribution on time and on budget. The product was of the highest quality and ticked all of the environmental requirements they had set.*

On the back of this job Sister Kate have gone on to work with M&C Saatchi on a number of other successful promotions

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