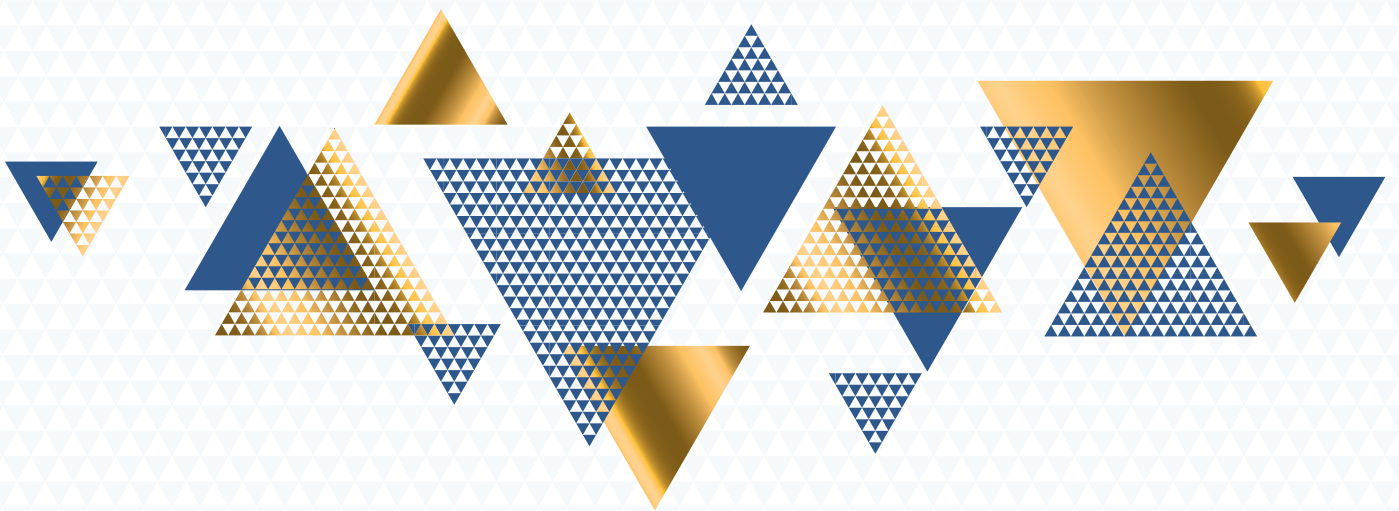


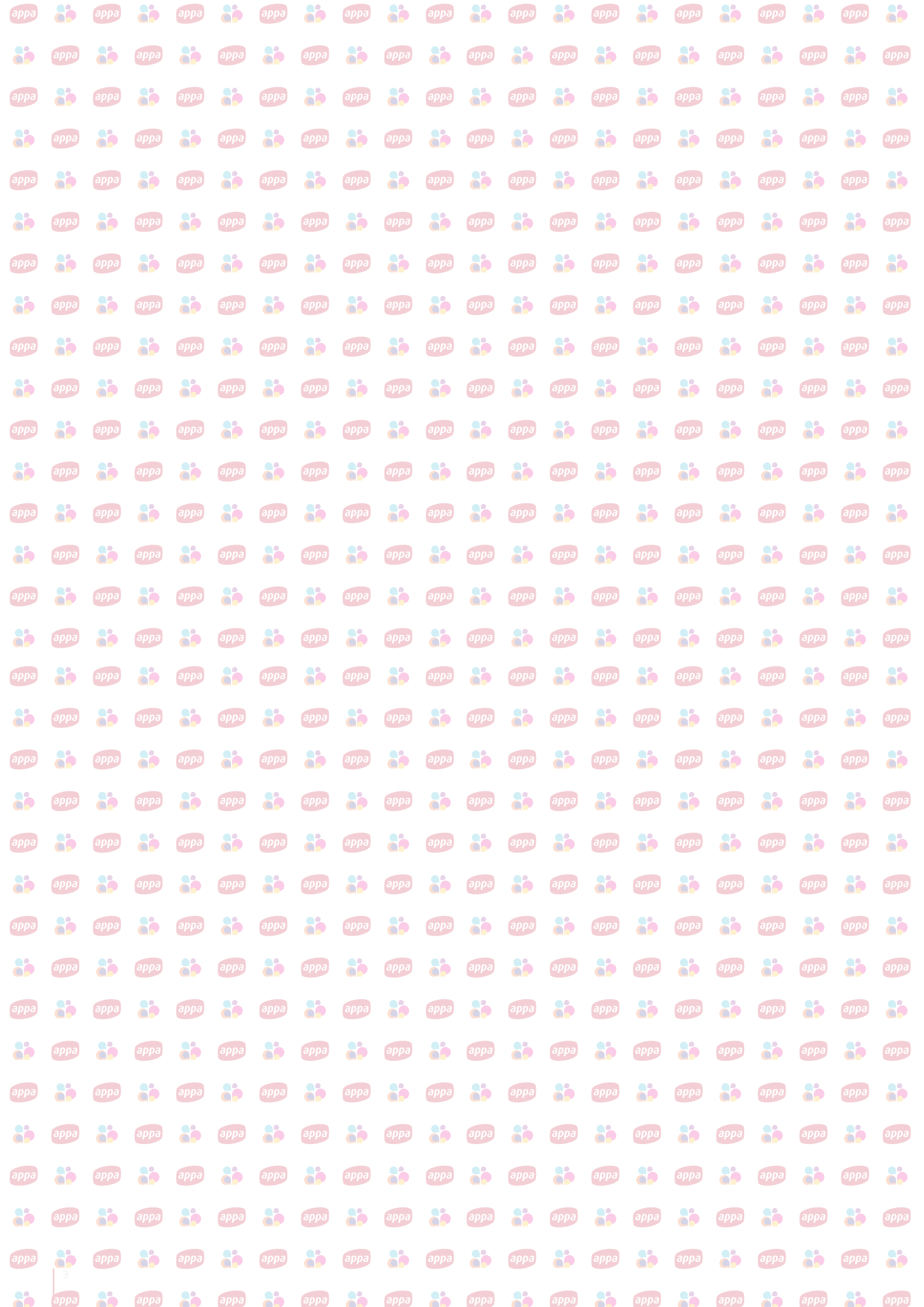


AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

2019 APPA AWARDS



Australian Awards for
Promotional Products
Marketing Excellence Guide





“ Winning an APPA award has added brand strength for self-promotion, strategic pitches, supplier recognition and industry awareness has also provided a sense of pride in our employees.”

“ The benefits of entering the awards are two-fold. Firstly, it’s a great morale boost for our staff and clients following the time and effort they invest in each project. Secondly, publicly leveraging wins is great PR for our merchandising business.”

“ Winning an APPA Award has cemented our position as a leader in the promotional products industry. The industry awards offer us an opportunity to promote ourselves as a leader in our field.”



APPA Awards for Promotional Excellence

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

Proving the value of promotional products 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 seven 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**



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.

Campaign: RACGP Turtle

Company: Get Smart Promotional Products

Our client, the Royal Australian College of General Practitioners (RACGP) is the largest professional body for GPs in Australia. In October 2018 the RACGP presented its official bid to host the 2022 WONCA World Conference for Family Doctors.

To support the bid, RACGP required a memorable and useful gift which would be elegant, subtle and of high quality that would be highly appreciated by international medical professionals. They wanted a product that would highlight Australian culture, raise the awareness of Australia as a destination and promote Australia's natural wonders and beauty.

Michelle Ford, General Manager of Get Smart Promotional Products said "we were approached for ideas and to develop

a custom-made product that incorporated a unique Australian gem such as an Opal. After various design discussions, we decided on a unique species of Australian Sea Turtle made into an elegant desk item. We then went about sketching the turtle design, sourcing a reputable jewellery manufacturer and opal supplier to create a mould which would incorporate 3 Australian Black Opals."

"Get Smart Promotional Products delivered a truly beautiful executive gift in elegant packaging exceeding our expectations" said Paula Rowntree, Head of Events and Experience. "The turtle was a real talking point at the conference and was a memorable addition to our bid and we're delighted that we were successful in winning the bid and will proudly host the 2022 WONCA World Conference in Sydney.

While the campaign is still ongoing, initial responses have been extremely positive. Woolworths Group is delighted with the outcome, which has exceeded their expectations in terms of staff participation and engage.





Apparel/Wearable Products

Campaign: New Look for Dan Murphy's

Company: Total Image Group

Dan Murphy's reached out to Total Image Group to design their new preferred dress range to encompass a more fashion forward design balancing style and staff comfort. Total Image Group designed these new looks to appeal to Dan Murphy's customers and to the staff wearing them, balancing style and comfort in a bold new approach that throws the old rules out of the window.

The motivation behind Dan Murphy's new look was a desire to update the old polo and shirt designs they'd used for several years to something more contemporary and stylish that suited their brand values. To achieve this, Total Image Group's design experts started from scratch rather than adapting the existing wardrobe, taking a new approach in every area – from colours to materials creating a completely custom range developed specifically for the Dan Murphy's staff and brand.

The new range not only incorporated fashion forward looks which were also made of fabrics that promoted durability and breathability, ensuring employees stay comfortable through their shift.

Tyson Holbery, National Renewal Operations Manager, Dan Murphy's, "On behalf of Dan Murphy's let me express my appreciation to you and the team for the designs you created for our Dan Murphy's preferred dress. Your fashion-forward insights were valued along with your efficient and professional manner, which saw that our requirements were met. The experience was smooth and enjoyable from start to finish. The outcome of the new design is the perfect fit for our team. We look forward to working with you again."

Total Image Group's goal is to always deliver in the area of style and fashion when developing new custom uniform ranges. The introduction of new fabric style and uniform options launched the notion of retail uniforms into a completely new area. Whilst staying completely on brand, each piece itself could be proudly worn by staff fashionably reflecting the brand itself.

Total Image Group are Australia's uniform and workwear specialists. Since 2005 they've helped iconic Australian brands tell their story. From custom and bespoke designs, to ready to wear solutions, Total Image Group deliver the highest standard of quality from manufacture through to customer service. With a team of 40 in Sydney and Melbourne, they proudly dress over 300,000 Australians every day in their uniforms.





Best Integration to a Campaign/ New Media

Campaign: Port Phillip Ferries

Company: Minc Marketing

Port Phillip Ferries came to us wanting to create a mascot toy based on the Weedy Sea dragon in their line art logo. This mascot would then be part of their 'Name our Mascot' campaign in which a competition would be run and the winner would select the mascot name and all entrants would go in the draw to win an adventure prize pack. The toy would also be sold on board Port Phillip Ferries trips as part of their kids pack.

The aim of this campaign was to create brand awareness and give more personality to the Port Phillip Ferries brand by incorporating something more personal to relate to.

To create the mascot, toy our design team created the shape of the mascot with precise placement of its weed-like appendages and logo colour marks for a close resemblance to the original logo. We created a plush toy that would appeal to children and families with embroidery/felt features and a plush body whilst staying true to the weedy sea dragon the logo is based on. We worked closely with the client to get the placement of its weedy fins right and the size of the overall plush as it couldn't be large due to the limited storage onboard the ferry.

The 'Name our Mascot' competition received 575 entries and a further 131 entries in the final stage, with the winning

mascot name 'Wendell' being selected. Port Phillip Ferries used the toy to promote the competition on social media, their website and on board. The successful campaign resulted in Port Phillip Ferries running out of stock and placing another order with us.

The outcome according to Port Phillip Ferries:

"This was a successful campaign that highlighted our mascot and the reason we chose it. It also gave a personality to the character "Wendell", and provided a greater story about Port Phillip Ferries and our relationship to the bay/our awareness and understanding of the environment we work within. As this campaign was underway, we sensed the positive connection the mascot was making with the public, and the engagement it generated. This was an encouraging indicator that we should continue to maintain the identify of Wendell for future brand identity and activation."

Port Phillip Ferries is beyond thrilled with Minc Marketing's vision with bringing our company logo and much-loved emblem to life with the creation of a plush toy."

- Wendell the Weedy Sea dragon.

The Weedy Sea dragon is a huge part of our brand identity and has journeyed with us far and wide - a constant and loyal companion."

The creation of this toy has helped provide a greater story around the Port Phillip Ferries brand, and truly represents our fun, cheeky and engaging brand personality."

- Lyndel Reeve, Port Phillip Ferries.



Port Phillip Ferries



Business to Business

WINNER
Campaign: SEEK Staff and Christmas Gift
Company: YAY! Promos

The SEEK staff and Christmas gift was a unique experience that allowed YAY! Promos to be involved from concept right through to final delivery fulfilment of the promo items.

SEEK creates world-class product technology solutions to address the needs of job seekers and hirers and facilitate the matching between job seekers and hirers across their online employment marketplaces and is a market leader in 14 countries around the world.

YAY! Promos was asked by SEEK to source a unique Christmas present for their staff and client base. YAY! Promos met with SEEK and discussed demographic, budget, timing, quantity, branding and delivery requirements so that the promotional product options put forward when presenting to SEEK would match their initial brief. This included tracking down a specific Australian Made cheeseboard manufacturer that the client had seen at a market in their travels as part of the submission and making sure that the overall product could be shared with family and friends.

The final product consisted of an Australian Made cheeseboard, round picnic blanket and Laguiole cheese knife set all presented & tied together by a beautiful satin ribbon that was tastefully finished with a printed greeting card.

Part of the process of the chosen promotional product Christmas gift, was to understand the intricacies of how the product should be presented and packaged according to SEEK's expectations. YAY! Promos took samples of all the components of the Christmas gift to our dedicated packing house Waverley Industries, to run through how the gift would be packaged and presented according to client expectations. With over 9,000 individual components involved in the packing process, YAY! Promos needed to be across all facets of the order to ensure a smooth production

process with Waverley Industries. Timing was key across manufacture of Australian Made components (as these would take 3 months to complete the manufacture process from raw materials), as well as sourcing the various other promotional products that all needed to be ready for packing at the same time.

Waverley Industries are a not-for-profit business with the aim of providing supported employment opportunities for people with special needs, in particular intellectually disabled adults. The client loved the fact that YAY! Promos used Waverley Industries which aligns with their charter of supporting local charities. YAY! Promos has placed many packing orders with Waverley Industries as they do a great job and it is a great way to support the local community.

YAY! Promos relationship with the SEEK was professional throughout the process and there was constant and clear communication through regular updates which was important seeing as it was more than half a year from concept to completion of the project.

SEEK loved the fact that they could always rely on YAY! Promos bringing the project together. SEEK knew exactly where production was up to and when deliveries were occurring so that their staff around Australia would know when the gifts could be handed out simultaneously on the same day at all Australian offices.

To make sure that SEEK was comfortable with the final delivery process, YAY! Promos was onsite for the delivery process managing the entire delivery. As the client stated, "YAY! Promos went the next level on the entire process for the Christmas Gift, including managing the whole delivery process on the day so I could continue with my work without interruption. YAY! Promos delivered on-brief, on-budget and on-time. YAY! Promos professional approach, great quality product and outstanding service was key part of the success of the SEEK staff and client Christmas gift. We received great feedback from both staff and clients regarding the high quality of the gift. I would not hesitate in recommending

YAY! Promos to any of my contacts in my network when it comes to quality promotional products and professional service."





Business to Business

2ND PLACE

Campaign: T Rowe Price “Track Your Investment” Tracker with Customised Mobile App

Company: APD Promotions

With one of the top fund managers in the world, T Rowe Price (TRP), facing a lack of growth in one of its most promising products, they knew they had to act fast to turn things around to remain profitable. TRP turned to APD Promotions to communicate the importance of investing in a secure fund within a couple of months.

The strategy was to rapidly grow their Dynamic Global Bond Fund (DGBF) which has shown lagged growth since the Global Financial Crisis in 2008. While their other funds have shown aggressive growth over the past few years, the DGBF's growth saw its worst period during the past one and a half years with market risks falling low.

TRP approached and briefed APD promotions with the intention of starting a campaign to increase awareness of DBG Fund through strong messaging to drive attention by highlighting asset security with effective asset management.

The fund campaign also intended to reinforce their key brand statement – “You can’t predict, but you can prepare.”

APD Promotions worked with TRP to deliver a highly effective campaign called “Track Your Investment”. The key messaging of the campaign was to re-establish DBG Fund as an integral investment for a stable portfolio in order to provide essential diversification and a wise approach to minimising risk.

In order to reinforce the concept of monitoring and safeguarding their investments, APD Promotions designed

and produced a set of Bluetooth Trackers that allowed users to track their personal belongings’ location with a tap of a screen in a matter of seconds.

By associating the importance of asset security with TRP’s branding, APD positioned their client to be trustworthy experts in financial management. It also opened an opportunity to easily communicate their message to track your investment.

To keep up with a theme of safety and security, the design of the trackers included a lifesaver’s icon to symbolise staying safe even during times of unexpected disaster.

APD Promotions facilitated designing a fully customised direct mailer set composed of three Bluetooth Trackers, a detailed instruction pamphlet, and a customised gift box, plotting logistical course due to strict ordinances for mailing of lithium battery items, developing a customised mobile app development for Google Play Store and Apple App Store, and providing customer support for the mobile app and trackers.

The main challenges APD faced were conceptualizing, producing and distributing a completely customised promotional item to thousands of financial advisers within weeks across Australia, strict freight and delivery restrictions of highly combustible materials, and limited budget to keep costs low and developing a fully customised mobile app on two major platforms each with thorough and rigorous approval process.

The campaign resulted in the T. Rowe Price re-establishing connection with some of the country’s top financial advisers, and stronger relationship with partners and a positive brand impact through the communication points that were opened using the message on safety and security.





Consumer Program/GWP

WINNER
Campaign: Twinings Cold In'fuse Bottle
Company: Inck Merchandise

In 2017, Inck was invited by the Twinings global innovation team to work on an exciting new product launch.

The goal was to successfully launch a new Twinings product, with Inck being tasked to create a promotional 'Starter Kit', that would not only help consumers find In'fuse in the tea aisle, but also allow them to quickly see this was something completely new.

Finding a way to stand out in an already crowded sector was our first challenge. How would Twinings communicate that In'fuse was not just another hot tea brand? How could they quickly communicate that this was a radically different cold water product (in an aisle that exclusively featured hot water products)? And how could we help them do this, whilst meeting the major retailer's clean-aisle policy, with its strict limitations around promotional messaging?

Introducing the Twinings In'fuse Starter Kit...! We created a bespoke In'fuse water bottle that was unique to Twinings, which contained sample sachets of the Infuse product and a custom design packaging. The Starter Kit was sold-in as a promotional SKU. What better way to get consumer's attention and to communicate at the point of purchase that this was a cold water product than with a Twinings branded bottle placed in the tea and coffee aisle!

Our design process began by piggybacking on the two year's research Twinings had done prior. "The water bottle was highlighted as a key lifestyle accessory that our target audience (women 18-35 years) used in their daily life, helping them stay hydrated and refreshed all day long." Creatively, it was clear that a run-of-the-mill water bottle was not going to make the required promotional splash. This bottle needed to be something special. In addition to perfectly aligning with the Cold In'fuse brand as a whole, it had to quickly establish it was the promotional partner of a whole new beverage. As Twinings' Innovation Manager, Eva

Leibel explains, "As a traditional tea brand, we needed to cue 'cold' in a hot beverage environment using key colours and semiotics to cue cold hydration"

Over a thousand hours of development work went into researching and creating potential designs, as well as auditing and approving the best-fit manufacturer. Inck was responsible not just for the design, but also the management of all sourcing, safety and production requirements for the bottle.

The Infuse bottle was incredibly well received, with great feedback on social media and by the trade. The design was successful in appealing to the core target audience of 28yr old females, but with broader, unisex and age appeal (it was a hit with kids!). Most importantly, it hit the mark when it came to introduce a new category to the consumer.

"The introduction of the water bottle was critical in communicating to shoppers the In'fuse products were created for cold water and on-the-go hydration," according to Twinings' Innovation Manager, Eva Leibel.

Campaign wise, the promotional water bottle was completely integrated and featured point-of-sale suites including outdoor panels, tea room kits and off-location display towers. With Rachel Finch on board as brand ambassador in the major TV and print media campaign, the In'fuse bottle didn't just co-star in the ads - it played a major, starring role!

The Twinings Infuse launch was a huge success and was sold throughout Coles, Woolworths and major independents retailers, with many stores selling out of the bottles due to their popularity (see below). Consumers responded to the brand and the bottle overwhelmingly positively. Comments such as "My local store has run out of the bottles - where can I get them?" were posted across social media channels.

And the team at Inck are incredibly proud that what appears to be a simple water bottle, delivered such great results and demonstrated how a promotional product could feature as an integral part of such a major launch for one of the world's best known and established brands.

As a result of the great teamwork with the wonderful team at Twinings, Cold In'fuse is today easily found in the tea aisle!





Consumer Program/GWP

2ND PLACE
Campaign: Welcome Pack
Company: Over the Top Promotions

Over the Top Promotions Pty Ltd has won the best Consumer Programs/GWP award for 2018/2019 in Australia, by the Australian Promotional Products Association (APPA).

Over the Top Promotions was chosen for the award as it showcased high excellence in the selection of products for its custom packs sold to our client's new members. The custom pack was created based on the company colours and it had to have a young feel to each of the products that were all delivered in a consistent and seamless process, while saving the client a considerable amount of money and time.

Our goal was to create a 'Welcome Pack' for students that were coming to Australia from overseas. We wanted to make their lives a bit easier for them by having everything they needed set up for them. We were innovative and creative on how to integrate the company logo onto the products.

As well as fusing in the brands colour scheme into the packs. We added value by sourcing the products, creating the packs and delivering them as a single shipment. We achieved brand awareness and showcased the premium and stress free way of living at our clients facilities.

We desired to convey to the students that we can deliver a premium and stress free way for them to arrive in Australia with the essentials done for them and to in addition have them delivered in a cool and unique way. We were able to achieve all of this in the client's colour scheme and had all the products in a plastic tub that the students could reuse for storage if they wanted to. These packs were distributed to numerous client offices in Australia.

Aisling Graham – Director of Over the Top Promotions said “We were excited to help our client put together a custom pack for their new members that were both on brand and had a funky feel to the packs. We were also so happy to save the client money while removing a headache. “We are thrilled to win this award, as we love the opportunity to help our client something has helpful to their clients.”



				
QUILT & PILLOW King Single Kits – 1 x Pillow Double / Queen Kits – 2 x Pillows	SHEET SET 1 x Fitted Sheet 1 x Flat Sheet Colour: White	TOWEL SET 1 x Bath Towel, 1 x Hand Towel 1 x Fash Washer 1 x Bath Mat Colour: Grey	LAUNDRY BAG Lined Inside Colour: Charcoal / Orange	
				
DINNERWARE & GLASSES 1 x Plate, 1 x Bowl, 1 x Mug, 1 x Glass Colour: Charcoal Ceramic / Glass				CUTLERY SET 1 x Knife, 1 x Fork, 1 x Spoon, 1 x Teaspoon Colour: Stainless Steel

WINNER





Distributor Self Promotion

2ND PLACE

Campaign: Break in case of promo product emergency kit

Company: YAY! Promos

YAY! Promos is a fun yet professional promotional products company.

When thinking about ideas for a self-promotion, the promotional product needed to be something that would be fun and professional yet capture the client's attention and make them smile as soon as they saw the product.

The promotional product needed to resonate with the client enough so that it would be something they could share with their colleagues and say "hey guys, check out what YAY! Promos just gave us!"

When the idea for the "YAY! Promos - break in case of promo product emergency kit" idea came about, I knew it was going to be a fun and unique way of showing off a wide range of APPA supplier products branded with the YAY! Promos logo.

The premise was that all clients in marketing decision making roles at some stage have an emergency situation where they need branded promotional products urgently. The 'kit' starts with a shadow box frame and is filled with 17 different "emergency" promotional products and a YAY!

Promos DL promotional product catalogue (all branded with the YAY! Promos logo), with promo products that would suit a wide range of staff demographics for use both in the office as well as outside of the office.

The outside of the 'kit' had a YAY! Promos ribbon tied to a YAY! Promos anti-stress hammer to allow the client a bit of fun to try and "break" the 'kit' open in an emergency.

The 'kits' exceeded our own expectations and were so well received by our clients that it increased business in sales during the promotional rollout. The 'kit' has been that popular that it is now in its second distribution stage to be sent out to new clients.

Sometimes in life you have to think outside the square, but for the "YAY! Promos - break in case of promo product emergency kit", I thought "inside the square" and filled it with self-branded YAY! Promos promotional products.





Distributor Self Promotion

3RD PLACE

Campaign: Flourish Video Presenters

Company: Flourish Marketing

In a crowded market it's important to stand out and be sure of what you stand for. Flourish is keen to build a balance between tangible and digital communications by supplying clever, memorable tangible pieces that customers can retain, that imbue the brands key aspects and cut through the clutter.

Flourish have given regular lectures to the Chartered Institute of Marketing in the UK showing research now proving what many of us had always thought, that it is easy to 'turn off' a digital message or as the neuroscientists say 'habituate' and ignore the many messages that reach us through digital mediums.

The best option to break through the habituation is a strong tangible piece and Flourish has now been producing breakthrough pieces for over 12 years.

When we were launching a new endeavour, Flourish Merchandise, a merge between a shipping company specialising in moving big music events, car racing teams

and museum pieces such as Tutankhamun with our unique merchandise offering we needed an item that would create an impact at Art and Museum Fairs in New Orleans and Kyoto.

Flourish marketing raised the bar and created a truly unique awe inspiring sales aid. Showcasing our key differentiation with options for technology in print, linking tangible with digital marketing in one dramatic piece.

It is a magnificent, tactile, interactive 'book' with interchangeable video screens. The opposite side to the video has a recess capable of holding other printed collateral including web keys, custom printed books or even advent calendars.

We were so thrilled with the outcome that we developed two versions, one for the tangible/promotional side of Flourish and one for the new venture, Flourish Merchandise, with offices in Sydney, Melbourne, London and Atlanta servicing the museum and event industry worldwide.

Both pieces certainly have a WOW factor and prove that Flourish Marketing are without doubt not your run of the mill marketing company!





Distributor/Supplier Collaboration

Campaign: Donaldson Filtration Solutions

Company: Get Smart Promotional Products

Our client, Donaldson Filtration Solutions vision is to lead the world in filtration solutions. It's Australasian headquarters services thousands of distributors across Australia and New Zealand. As a new initiative within Donaldson Australasia's marketing and promotional strategy, they wanted to increase brand awareness through their retail distributor environments and encourage consumers and large commercial clients to select Donaldson products.

Donaldson's main objective was to create a customised unique set of merchandise kits which were tiered in their product selection and value to reward different levels of distributors and resellers within their client base. These kits would be allocated to distributors and their resellers depending on their grade and purchase history and would ultimately help increase brand exposure via retail outlets, on-site staff, service personnel & service trucks and end-consumer vehicles.

Michelle Ford, General Manager of Get Smart Promotional Products said "we were successfully awarded the project consisting of over 30 different products due to our ability to provide a full end-to-end solution including designing, sourcing, quality control and logistics of a fully customised and extensive merchandise range. Get Smart Promotional Products have a proven track record successfully managing, warehousing and distributing Donaldson's standard range of merchandise over the past 10 years. Donaldson were looking for a full integration of both merchandise and point of sale material for consolidated logistics and ease of order placement for regional in-field representatives."

"Get Smart Promotional Products delivered this project on time and under budget. Considering there were 30 different components not including the packaging and logistics, this was an outstanding result" said Angela Hopping, Marketing Communications Specialist at Donaldson. The attention this project has created has spread across the Pacific as Donaldson now consider plans to roll it out to Donaldson New Zealand distributors.





Event Merchandise

WINNER

**Campaign: Kids summer of Country Racing
- We love Animals | CRV**

Company: Red Tomato Promotions

An event that brings entire families in the region together to celebrate our relationship with animals, children, and the community. Country Racing Victoria is dedicated to enhancing the event day experience in country Victoria and ensuring that local communities support the race meets in attendance and how much they spend on the day.

Red Tomato has partnered with Country Racing Victoria and the Kid Summer of Racing Campaign for the past 2 years.

Each year we have been surprised by the growth in the campaign and the excitement on the kid's faces as they start exploring their new kits. We knew that in 2018/19 we really needed to step our game and find engaging products that were new and different.

As a team Red Tomato attended several trade shows both locally, in the USA and Hong Kong to source the latest trends and also looked to see what was trending in the retail space.

We've successfully used promotional items such as backpacks filled with goodies for the kids and other engaging items to not only raise awareness about the event itself, but also to strengthen family values, promote animal rights, and foster community engagement.

Incorporating strategic promotional items that deliver a strong message, are useful, and connect to the digital realm is Red Tomato's key role in creating an experience that outlasts the event in the lives of all those involved.

The Results were outstanding for the campaign with a dramatic increase of participants at local events from previous years and 9% increase in gate revenue. All the backpacks were hot property at the 40 events and the products received positive responses from both staff and families who received the event merchandise.

"On Saturday at Woolamai picnic races I experienced the best thoroughbred marketing campaign I've seen in years, possibly the best ever- and it was aimed kids." Mike Sharkie





Event Merchandise

2ND PLACE

Campaign: ACE 2018 Monogrammed Compendiums
Company: Honeycomb Marketing Agency

We were approached by the Australasian Society of Association Executives (AuSAE) to assist with the merchandise for their annual conference, ACE 2018.

Society members expected at the conference would be senior executives from associations. They would attend to learn new methods to attract and engage with members in their own industry or specialised area.

Our initial briefing from the client was as follows:

- » A delegate 'pack', but not a conventional tote. Something different!
- » A stylish, quality item that would be appreciated and used
- » Branded to remind the delegates of the society (and encourage attendance again next year)
- » Would need to hold the sponsors' inserts (as an event bag ordinarily would).

AuSAE's goals:

- » To make all delegates feel like valued guests
- » To have a stand-out item that would make their event memorable
- » To build on the value perceived in society membership

We proposed a stylish compendium (unisex look, to suit all delegates). The various slots and compartments would easily accommodate the sponsors' inserts. The included notebook

would be useful at the conference, then could easily be replaced to ensure longevity of the gift.

Our client wanted branding, so we proposed a back-cover print. Clearly a reminder to the user, but subtle. The big 'wow factor' would be the delegate's initials on the front cover. This would make the item valued and desirable. It would reinforce the society's commitment to the individual member, and it would tie in beautifully with key themes at the conference.

For AuSAE, the positive response to the compendiums proved their goals were achieved. They told us in person and in calls and emails to follow that the impact of the personalisation was unexpectedly great. They felt the concept made them appear creative and innovative, for which they were extremely grateful. Our assistance in packing and preparing the compendiums for distribution, chasing up names and ensuring the process ran smoothly, exceeded their expectations.





Event Merchandise

3RD PLACE

Campaign: OZ COMIC-CON

Company: Sweet Memories

In the competitive world of promotional products, innovative thinking, customer care and a willingness to find cost-effective, engaging solutions to clients' marketing needs are all critical components of any successful business.

For Australian-owned promotional gifts company, Sweet Memories, these components are worth celebrating. Being announced the winner in the Event Merchandise category of the 2019 APPA prize, says Sweet Memories' founder, Lisa Gork, reflects the success of Sweet Memories as a growing brand, doing global business with an impressive range of companies, including Disney and Marvel.

The Event Merchandise category is about the ability to provide cost-effective, engaging promotional merchandise that connects with its target audience and enhances the brand's reputation and presence.

"One important aspect of the client's brief was that the products needed to be produced locally – the only possible way to work with artwork that would only be ready one month before the required delivery date. Manufacturing Marvel t-shirts also had specific limitations and needed to be produced within one week of receipt of the final, approved artwork. For Star Wars, the client needed to see a physical pre-production sample before mass production," says Gork.

As well as 90% of the merchandise for the store, Sweet Memories was also commissioned to supply uniforms and branded identification lanyards for Oz Comic-Con staff and volunteers at the events – adding up to a total of 39 separate merchandise and uniform items, in addition items in different print colours. As a returning client with a new order for Sweet Memories – Gork says the international brands' choice to buy from her Australian-based business is a powerful show of faith in her business's professionalism and expertise.

Sourcing quality suppliers is something Gork always takes seriously and dealing with high-profile international brands, such as Marvel and Disney, means the extra diligence of adhering to incredibly rigid guidelines that include what shirt brand must be used for merchandise. Research and test washes of the suggested brand led Gork to seek a better-quality alternative for her client – something that was done within the same budget, without compromising print integrity.

"Disney take superior print quality seriously, so we ran comparison samples and delivered these test t-shirts to Disney. Their team's inspection revealed the obvious

difference in quality fabric and with our offer to source the higher quality fabric at the same price, our extra efforts in sourcing the best possible fabric that didn't break their budget resulted in creating superior t-shirts that we knew would make customers happy," Gork says. "To deliver the same standard of complete satisfaction with our Marvel garments, we also focused on print quality but, due to complex designs on some t-shirts, we adapted print processes for each individual artwork."

Being awarded a 2019 APPA prize for her company's efforts is, she says, confirmation that her experience is also recognised by her industry peers.

In 2018, we asked to produce Star Wars clothing locally and our ongoing association with the Oz Comic-Con brand is testament to the success of our work. We're proud to have worked on four Oz Comic-Con events per year for the last 3 years, as well as the merchandise range and staff uniforms – and we have just completed the new range for 2019," says Gork. "Finding promotional product-related marketing solutions for other brands helps their business grow – and that means we're doing our job properly."





Limited Budget

WINNER
Campaign: I am Here
Company: Sister Kate Marketing

Our client Red Jelly came to us to help them source and produce a product for an internal staff promotion for their client the Woolworths Group.

This ongoing internal promotion is aimed at all 200,000 team members across the Woolworths Group of companies, including Woolworths supermarkets, Big W, BWS and Countdown supermarkets in New Zealand, to recognise their completion of the 'I am here' online mental health training course.

The goal of the promotion is to acknowledge mental health as an important factor in an employee's overall health and safety within the workplace. Woolworths Group wanted to send its staff an 'I am here' pin as a reward for completing a mental health training course on their internal online platform and to identify them as someone who has the knowledge and is willing to help.

We suggested a photo crest process where the logo would be printed and then covered with an epoxy coating. We sampled using this process and the client was very happy with the result, so we moved ahead with full production of our initial run of 30,000 units.

The completed pins were attached to a pocket guide with the contact details for support services available to help people when needed. The promotion has been very successful, and the little orange pin has become synonymous with mental health awareness within the organisation. Staff took to internal social media to showcase their pin and are seen throughout the businesses wearing their pin with pride.

In the first 24 hours, more than 1000 people had completed the online training course, and more than 16,000 staff members have so far voluntarily undertaken the training program – equating to 16,000 pins. While the campaign is still ongoing, initial responses have been extremely positive. Woolworths Group is delighted with the outcome, which has exceeded their expectations in terms of staff participation and engage.





Limited Budget

2ND PLACE

Campaign: Rent 4 Keeps Footies

Company: Flourish Marketing

Rent 4 Keeps aims to make a positive difference in the lives of those that come to them needing rental options for home appliances & furniture.

With a very limited budget the R4K team and Flourish set about developing a suitable item that would:

- » Be retained by the R4K target group (men & women 20-45)
- » Would reinforce their association with the local football teams
- » And be suitable to hand out in stores and at football games
- » Easy to store and transport
- » Include a reference to the great work they do with the Starlight foundation

Fortunately we had started the strategic planning process early. Knowing that the best solution may not be the most obvious or available locally, Flourish also approached their range of offshore suppliers to produce the range of options that seemed suitable. The chosen solution was a child's size AFL ball and a Rugby ball with full colour print. We were able to utilise production from renowned sports manufacturers in India and could produce over 5000 units for less than \$20,000 and ship them in – in time for the footie season.

The results were overwhelming. As Chris Tannous, Manager at R4K, stated “ we’ve got the result in for the 3rd quarter and the balls still rolling with extra sales. The football promotion has really kicked it along with 20% increase over budget. Thanks to Flourish Marketing we’ve also achieved our goals to the end of the financial year – we’re winning!”





Made in Australia

WINNER
Campaign: Year of the Pig Fortune Cookie
Company: Sister Kate Marketing

As 2019 is Year of the Pig a zodiac event that only happens once every 12 years Australian Pork wanted to send a gift with recipe cards to food influencers and media to create awareness around using Pork in Chinese cooking.

Noble Brands Worldwide the creative agency for Pork Australia came to us looking for ideas for a gift that could be sent out to a group of people who receive gifts regularly; because of this they needed something that would cut through and stand out from the gifts that this group would normally receive.

The client knew that they wanted to do a gift that had a Chinese theme and mentioned items such as fans and lucky envelopes. We felt that these lacked the standout “WOW factor” that they were looking for so we came up with and suggested a Giant Fortune cookie; this would be baked in the days leading up to Chinese New Year so that it would be delivered fresh and crisp.

Due to the fact we were producing locally we were able to offer full customisation of the insert as well as customised packaging. The client loved the idea and placed the order.

The week before CNY the client supplied us with the copy for the fortunes - they were all clever and humorous. The three fortunes were printed on a white slip with the Pork Australia logo; the fortunes were:

- » Man with Smile on face usually has pork on fork.
- » May your crackling always be crispier than your cookie.
- » This year you will really come out of your shell. Just like I did.

The Cookies were placed in a clear acetate box with a Year of the Pig sticker on the lid. To keep the cookie in place it was put on a bed of tissue that was similar to the pink of the Pork Australia logo.

In our client's own words, they were “Very pleased” with the outcome of the promotion. They said that anecdotally the cookies created the cut through they were aiming for. The cookie stood out; it was something new that the audience hadn't received in the past.





Not for Profit

WINNER**Campaign: Towards Zero Campaign****Company: Cubic Promote**

Cubic Promote has previously worked alongside the NSW Government's Roads and Maritime Services for several marketing campaigns, but from the outset, the Towards Zero program felt different. Towards Zero has the goal of reducing our state road toll to 0 deaths and highlighting the human cost of our road fatalities. The entire program struck us as both moving and ambitious, a campaign that aims to make a real difference in the lives of all NSW residents.

Our organisation worked closely with the marketing team at Roads and Maritime Services to produce a variety of eye-catching items featuring clear and consistent Towards Zero designs. Our goal was to ensure the Towards Zero message of safety and responsibility reached staff and community targets equally through durable, functional custom products.

The Cubic Promote team is proud to say that thanks to the tireless efforts of the Roads and Maritime Services staff and quality promotional products from Cubic Promote, the Towards Zero campaign is generating vital community awareness and reaching a state-wide audience. We want to thank our industry peers for their recognition of this campaign and its impact; the Not-For-Profit Award is a wonderful way to cap off a hugely successful project.





Promotional Product Innovation & Design

WINNER
PLATINUM
OVERALL WINNER

Campaign: RACGP Turtle

Company: Get Smart Promotional Products

Our client, the Royal Australian College of General Practitioners (RACGP) is the largest professional body for GPs in Australia. In October 2018 the RACGP presented its official bid to host the 2022 WONCA World Conference for Family Doctors.

To support the bid, RACGP required a memorable and useful gift which would be elegant, subtle and of high quality that would be highly appreciated by international medical professionals. They wanted a product that would highlight Australian culture, raise the awareness of Australia as a destination and promote Australia's natural wonders and beauty.

Michelle Ford, General Manager of Get Smart Promotional Products said "we were approached for ideas and to develop

a custom-made product that incorporated a unique Australian gem such as an Opal. After various design discussions, we decided on a unique species of Australian Sea Turtle made into an elegant desk item. We then went about sketching the turtle design, sourcing a reputable jewellery manufacturer and opal supplier to create a mould which would incorporate 3 Australian Black Opals."

"Get Smart Promotional Products delivered a truly beautiful executive gift in elegant packaging exceeding our expectations" said Paula Rowntree, Head of Events and Experience. "The turtle was a real talking point at the conference and was a memorable addition to our bid and we're delighted that we were successful in winning the bid and will proudly host the 2022 WONCA World Conference in Sydney.

While the campaign is still ongoing, initial responses have been extremely positive. Woolworths Group is delighted with the outcome, which has exceeded their expectations in terms of staff participation and engage.





Promotional Product Innovation & Design

2ND PLACE

Campaign: Seresto Value Sales Pack

Company: Flourish Marketing

Changing opinion can be difficult. When you can pinpoint the key factor – it's a lot easier.

As a leading animal health company, Bayer generally leads the market. The feedback on Seresto, a flea and tick treatment for cats and dogs, had excellent reviews, yet the sales weren't quite reaching budget. As the marketing team planned for 2019 they put in place research with their key targets, being Veterinarians and Pet & Animal retailers.

The research confirmed that Seresto was recognised as the best product, that lasted longer than competitors which made it the most cost effective, however the initial higher cost often mean that the competitors product was chosen. In building the strategic & tangible marketing plan, Colin

Hort, Senior Brand Manager for Seresto, the team from Saatchi Wellness and Flourish highlighted the key elements required to ensure the cost effectiveness message would be carried from Bayer and their sales representatives in a consistent and unique way to the target audience.

A sales tool never produced before, with a calculator on one side, a mini white board and marker on the other, embedded in a magnetic closure 'book' with a scratch resistant surface was developed. As a part of the sales discussion the Bayer representative could clearly calculate the current price/month for the tick & flea treatments available in a novel interactive way that stood out from the typical digital presentations.

The sales result was outstanding, rather than missing budget as it seemed was inevitable, there was an increase of 10% over the sales budget. And with the sales and marketing team communicating easily and effectively after this resounding joint success – even greater things are expected.





Sustainable/Eco Friendly/ Recycling Programs or Initiatives

WINNER
Campaign: Couriers Please
Company: Honeycomb Agency

When Couriers Please decided to sponsor the 2019 National Touch Football Championships in Coffs Harbour, Honeycomb Agency was presented with this merchandise brief:

- » Sporting Events need water. Meet this need without compromising on the Couriers Please commitment to reducing waste (i.e. not single use bottled water!)
- » A huge turn-out is expected over the course of the event, so it needs to be affordable to order a large quantity
- » Merchandise must be reusable and be perceived as useful so it will be kept
- » Ideally, compact and lightweight (for the ease of reps at the event, storage and transport)

The desired outcome for Couriers Please:

- » A drawcard that would provide opportunities to engage with event goers
- » Brand Awareness to the 2500+ attendees and others following the event on social media
- » Positive brand perception resulting from a merchandise choice that was not disposable (environmental commitment evident, reinforcing their company values)

The solution was to arrange for the hire of water stations and identify a suitable bottle. The water pouch was the winning option, due its youthful style with the added convenience of a carabiner to attach to a sports bag. Being particularly light and compact, they also ticked logistical and low-cost boxes.

Over the 4 days of the Championship, Couriers Please water stations dispensed 1,134 litres of water, potentially avoiding 1890 more 600ml water bottles from heading to landfill. The pouches were distributed by Couriers Please representatives at the event who encouraged attendees to fill and refill at the water stations. They took these opportunities to chat, building on brand awareness.

As people filled their pouches and posed with them for photos, clipped them onto bags using the handy carabiner and told their friends where to get their own pouch, Couriers Please and the Football League posted, shared, tagged and promoted the initiative.

Our feedback from Couriers Please has been 100% positive, from the appearance of the product, to how successfully it complemented the hired water stations for a unified, strong message about the Couriers Please commitment to the environment.



In Hard Economic Times Promotional Products Provide Affordable, Accountable, Measurable Advertising

Now more than ever, marketers need to reward and build brand loyalty. It is important to continue to acknowledge and thank clients, employees and suppliers.

Marketers spend \$1.5 – \$2 billion dollars (AUS) a year on promotional products for one reason, they work.

- » 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 do business with a company after receiving a promotional product
- » Spend less, achieve more and remind people about the benefit of doing business with you.

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.

Reach & Recall:

- » 71% of business travellers surveyed reported receiving a promotional product in a 12 month period.
- » 7% of this group had the item on their person.
- » 56% of people kept their promotional product for more than one year.

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 said that promotional products are very effective in motivation and retention of staff.

- » 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.

Understanding the medium:

- » A product is just a product, until it is linked with a promotion, it then becomes an advertisement.
- » The most successful advertising campaigns are the result of a planned strategy.
- » Throwing products at your target market without that planning is a waste of your marketing dollars.
- » 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.

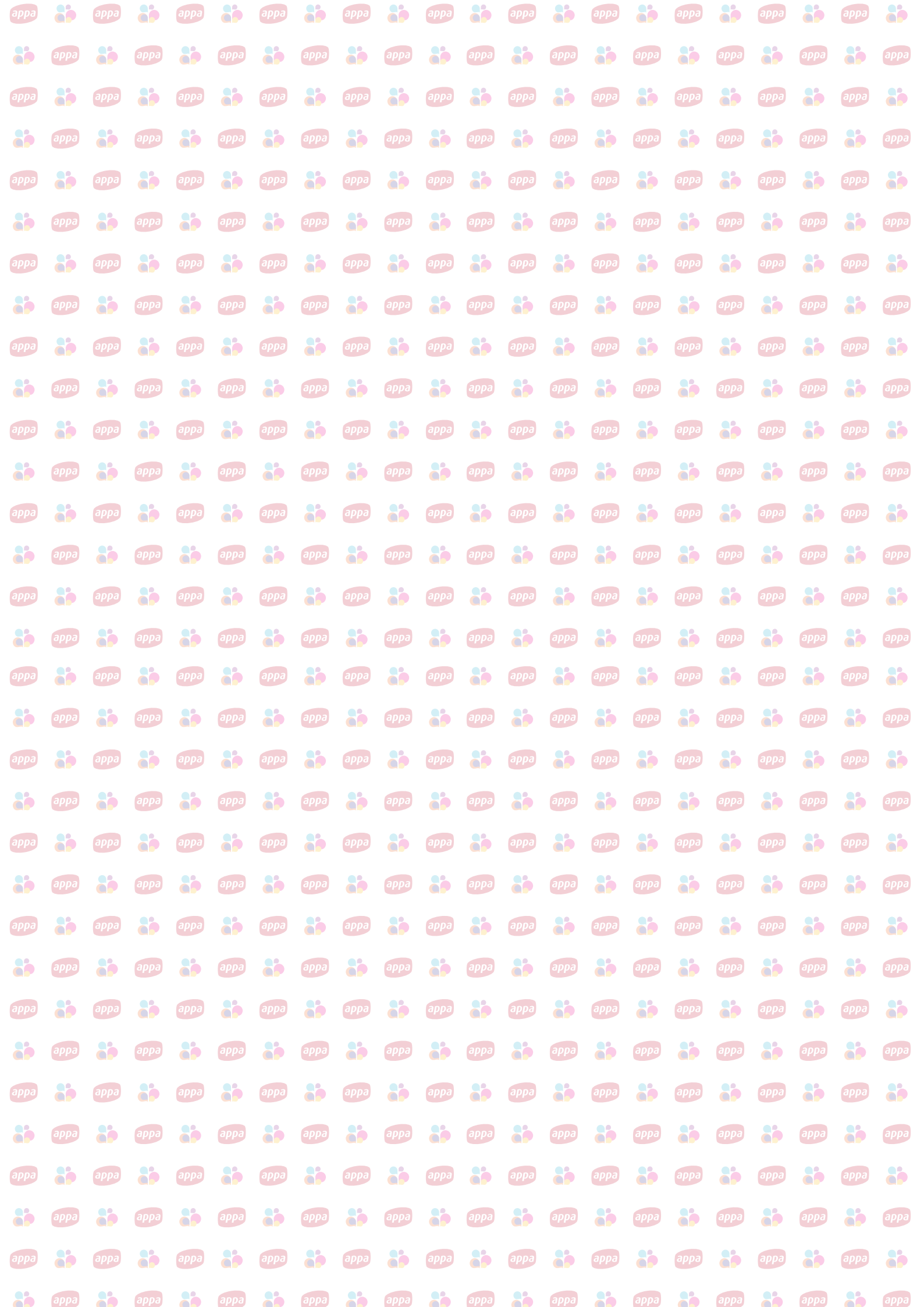
For over 30 years APPA has represented the regions of Australia, New Zealand, and the Pacific Islands.

APPA members now include over 800 of the top promotional product professionals in the region.

APPA promotes the development and good standing of that segment of the advertising industry which is concerned with the manufacture, distribution and application of promotional products in accordance with business practices and ethics which meet the highest industry and community standards.

APPA provides their members with a Code of Conduct, training and education, purchasing pricing advantages and yearly acknowledgement of promotional excellence through their annual awards.

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



CONNECT WITH APPA HQ ON SOCIAL MEDIA



facebook.com/APPA-HQ



facebook.com/Promotional-Products-Work-PPW



instagram.com/appahq/



linkedin.com/company/appahq



twitter.com/APPA_HQ



youtube.com



AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

1800 MY APPA (1800 69 2772) Australia | 0800 45 1117 NZ

Suite 7, 407 Canterbury Road, Surrey Hills, VIC 3127

www.appa.com.au | www.appa.co.nz

www.promotionalproductswork.com.au | www.promotionalproductswork.co.nz

