



2020 APPA AWARDS

DISTRIBUTOR AWARD WINNERS' GUIDE

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PLATINUM AWARD FOR OVERALL EXCELLENCE



WINNER

NEW AGE PROMOTIONS

Campaign: Pronto Software Terrariums



The Platinum Award for Overall Excellence is awarded by the APPA Awards judging panel to the highest quality entry across all award categories.

This year, the distinguished honour of this award is given to New Age Promotions for their winning entry to the Promotional Product Innovation and Design category.

The entry described the work of New Age Promotions on a project for Pronto Software that exemplified the highest levels of skill, knowledge, creativity and professionalism within the Australasian promotional products industry.

New Age Promotions worked tirelessly as a team to produce 1100 hand-crafted, customized terrariums for Pronto Software, the client who had enlisted the team to devise the marketing initiative.

The terrariums were inscribed with the Pronto Software logo and distributed as high-end promotional gifts to attendees of the 2020 CEO Institute Summit.

Peter Demetriou from New Age Promotions said, "The team went to huge lengths to ensure this campaign ran smoothly, including flying to different cities across Australia to ensure proper delivery and installation of the product components. Despite the hurdles, we were able to deliver a product that far exceeded the client's expectations."

"To say that we're proud of the outcome of this promotional campaign is quite the understatement, and we're grateful our team could play such an important role at each event."

Read more about the winning Pronto Software Terrariums entry on Page 12.



APPAREL / WEARABLE PRODUCTS



WINNER

SEEN PROMOTIONS

Campaign: Energy Australia Branded Apparel



Energy Australia was keen to develop a range of branded clothing and merchandise that staff could purchase via an ecommerce store, and called upon the team at Seen Promotions to assist.

Energy Australia has a very strong brand identity and is a respected leader in their industry. They are an organisation that prides itself on solid employee brand affiliation and engagement.

As such, the client's requirements were extensive. With such a diverse workforce of 2,500 employees at ten different locations in Australia, the client wanted apparel that looked great, was comfortable, affordable and of high quality.

The client was extremely pleased with the branded items stocked on the ecommerce store. Uniforms are not mandatory at Energy Australia, and the sheer number of staff that love and choose to wear the branded apparel daily (even now with remote work) is a testament to the success of this campaign.

Seen Promotions worked with local designers and reputable decorators to guarantee a quality outcome for their client.

Engagement was also key to the success of this campaign. Seen Promotions worked with a local graphic designer to create a series of posters designed to build excitement and anticipation.

To further encourage awareness, the new clothing range was promoted internally via social media, an intranet homepage and during team meetings. A staff discount was also offered, resulting in a complete sell-out of selected items within weeks of the new clothing range launch.

For Energy Australia, their measurement of success was based on how many of their 2,500 employees purchased the new branded clothing range. Within two weeks of launch most items had completely sold out and Seen Promotions had received over 2,000 orders, completely exceeding the client's expectations.



BEST INTEGRATION TO A CAMPAIGN / NEW MEDIA



WINNER

HONEYCOMB AGENCY

Campaign: NAB Event Experience



As a Premium Partner and long-time exhibitor at The Adviser Better Business Summit, NAB wanted to make an impact with their stand, generating new leads and reinforcing their position as a key lending partner for brokers.

The Summit is a national roadshow, with locations in Brisbane, Sydney, Melbourne, Perth and Adelaide. The stand build and activation/ experience needed to be consistently delivered in all cities.

Honeycomb Agency delivered an on-stand experience for delegates, personalizing their choice of a journal or luggage tag.

Visitors to the stand could choose the colour of the foil and the initials to be embossed, allowing them to participate in the customization of the branded NAB merchandise.

By integrating a custom landing page to capture valuable data and an SMS notification process to drive delegates back for gift collection, NAB was able to benefit from significant increase in leads (from 2019), multiple on-stand touch-points for better engagement and quality data for post-event review and further, targeted lead nurturing.



BUSINESS TO BUSINESS



WINNER

YAY! PROMOS

Campaign: SeaRoad Client Christmas Gift



YAY! Promos was very excited to be approached by SeaRoad to source Christmas gifts for their clients.

This involved thinking outside the box for unique premium promotional products that would be elegantly branded and beautifully presented.

The chosen promotional products ensured that SeaRoad's clients would have an elegant reminder of the brand when using the promotional gifts.

SeaRoad were extremely happy with the final promotional gifts and said, "We were highly impressed by the premium quality of the final products that were delivered by YAY! Promos. By having these premium SeaRoad branded products, it allowed our staff to feel confident when visiting clients to present the Christmas gifts."

"We have received a lot of positive feedback from staff and clients about the premium quality of the SeaRoad Christmas gifts which has in turn opened doors for new business opportunities at SeaRoad."

YAY! Promos Managing Director, Bryan de Haas said "YAY! Promos prides itself on being a boutique Australian promotional products business that always thinks of unique and exciting promotional products to meet a client brief."

"Our promotional product experience and expertise allows us to adapt to the changing needs of clients by offering elegant and premium promotional product solutions like these amazing SeaRoad client Christmas gifts."

"YAY! Promos is so proud to be recognised as Australia's premier award-winning Business to Business (B2B) promotional products company and we share this award with our valued client, SeaRoad."



CONSUMER PROGRAM / GIFT WITH PURCHASE



WINNER

TLC LIVE NZ

Campaign: Jim Beam Cornhole



Jim Beam was looking for a promotional item that could be used as a win in-store/ win in-bar prize when purchasing their product.

The objective was to increase brand visibility and command floorspace with the overarching goal of increased rate of sale of Jim Beam. Ideally, the item would be bespoke and completely original.

Jim Beam wanted the item to be centered around values of mateship, family and togetherness – so ideally an item that could be used and shared,

As it was a Summer promotion, the item needed to work in with a summer theme. TLC identified that a game would meet the clients' requirements.

Cornhole is an increasingly popular game at social events overseas, particularly in North America where Jim Beam was established, and would be a great fit for the brand, being a way to bring people together in a fun way.

The amount of brand space that the Cornhole presented meant that TLC were able to achieve for the client an upweighted brand presence in 100% of their targeted outlets, with a strong emphasis on keeping true to the brand. A whitewash timber background was applied which set the background to the Jim Beam brand.

Red and black material was used for the cornhole sacks, as these are two of the core brand colours. The material was also chosen for its durable properties, and was double-stitched for longevity.

The Cornhole promotion was activated in all 315 targeted outlets across New Zealand and was supported by nationwide banners and marketing collateral, which meant all outlet owners were 100% actively engaged with the promotion.



DISTRIBUTOR SELF-PROMOTION



WINNER

YAY! PROMOS

Campaign: Happy Fri-Yay!



Whenever somebody says the words 'Happy Fri-YAY!' to you, it immediately puts a smile on your face as you know that the weekend is very close.

This became the perfect way to take that slogan and incorporate it into a promotion for YAY! Promos. That is when the 'Happy Fri-YAY!' self-promotion gift pack was born.

The pack contained a Bluetooth speaker, Tumbling Tower game, popcorn with paper bowl, fairy floss with paper bowl, novelty glasses, a 'YAY' light-up sign and a call-to-action greeting card with jelly beans- all packed into a party-themed gift box with bow-tie ribbon.

The YAY! Promos brand was on-point and clearly

visible on the bowed ribbon as well as on the promo products inside the gift box.

The 'YAY' light-box added an additional promotional dimension whereby the client could place them on their work desk or somewhere at home and switch them on to create happy "YAY!" feelings.

The objective was for YAY! Promos to make a surprise visit to clients every Friday during February and March with the 'Happy Fri-YAY!' gift pack in tow.

The feedback from clients was extremely positive, with many commenting and sending photos of their teams enjoying the 'Happy Fri-YAY!' promo gift pack during 'Fri-YAY!' night drinks, staff birthday celebrations and team bonding activities.



DISTRIBUTOR / SUPPLIER COLLABORATION



WINNER

NEW AGE PROMOTIONS

Campaign: The Trybe In-store Brand Activation



Accent Group Limited is a leading retailer and distributor of performance and lifestyle footwear.

In 2019 a new retail store and brand was born called The Trybe. The Trybe, a retail store for kids' shoes, was created with the objective of allowing kids to define their own style, make their own choices and be themselves.

Accent Group reached out to New Age Promotions before the stores' opening to help develop an in-store activation which would allow kids to interact with the brand. Together with PromoCollection, New Age Promotions designed and built custom branded cubes which would be used as part of a large interactive wall display in stores.

the modular wall and each cube was 10cm³. They featured a different design on each panel which would mimic other assets found in-store such as their modular seating.

In the early stages of concept and design the client requested for the cubes to be the same as stress items using polyurethane material. However, after further discussion with PromoCollection it was learned that neoprene would be a safer, longer lasting solution. PromoCollection and New Age Promotions worked together efficiently to address issues as they arose, and often working long after business hours to deliver a finished item worthy of a retail store fit-out.



EVENT MERCHANDISE



WINNER

FLOURISH MARKETING

Campaign: Polymers With Purpose



Duromer, a manufacturer and supplier of thermoplastic polymers, called upon Flourish Marketing with a 'simple' request to develop a full-page ad for the National Manufacturing week exhibition booklet.

With less than 48 hours until the prescribed deadline, Flourish Marketing needed to quickly work out what needed to be achieved before, during and after the exhibition.

The team needed to clearly differentiate thermoplastic polymers from both the stigma of single-use plastics and the typical eco-friendly metals and woods. It wasn't enough to concentrate on Duromer alone; an insight into the process behind thermoplastic production was also essential.

Flourish and Duromer hence set about gathering support from five other Australian plastics groups and developed the six-point process that an OEM product would usually be based upon.

'The overarching theme for the stand, 'Polymers with Purpose', helped bring six disparate marketing and sales teams together. Removable stickers, sublimated polos and tear-off attendee enquiry cards illustrated the six-point process and clearly explained where each company could help.

The logistical challenge of using a plastics moulding machine to demonstrate the chemical process behind the product also helped attract attention and visitors to the stand.

Over 800 tear-off enquiry cards were handed out (ensuring that briefing details were retained), which far exceeded the expectations of all the companies involved. Duromer were thrilled as two key projects resulted from new, previously unknown contacts coming to the stand illustrating the successful end-result of the marketing installation.



LIMITED BUDGET



WINNER UNIPROMO

Campaign: Monash University Bamboo Cutlery Sets



Monash University is ranked in the top 100 universities in the world. The University had a specific strategy for 2020; to target HSC School leavers across Australia and encourage these students to attend the Monash 'Change Day Expo' in December 2019.

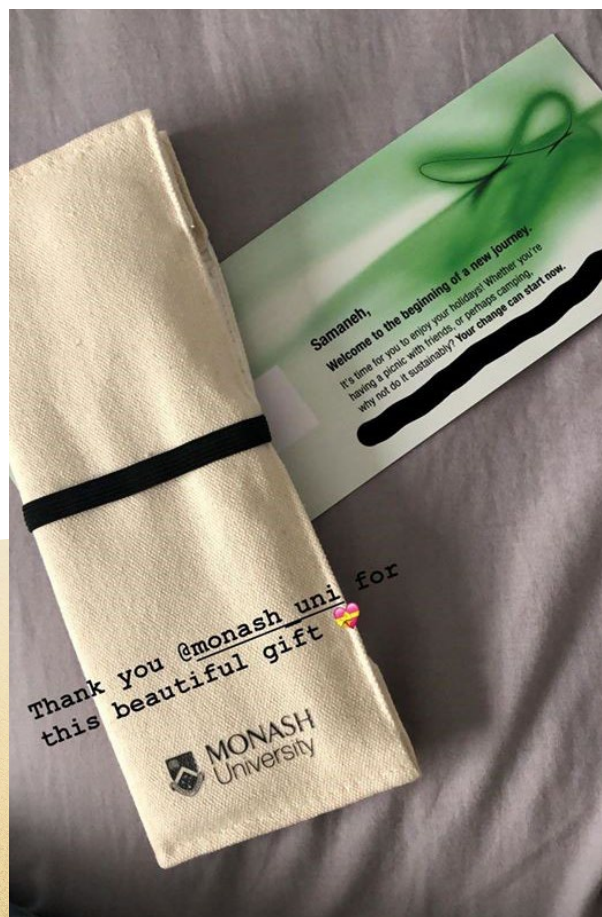
One of the key elements of the campaign was to design a direct mail package that would deliver students a useful, memorable, economical and environmentally friendly gift as acknowledgement of successfully completing Year 12.

The timing of the campaign was critical as the direct mail initiative needed to arrive directly after students received their Year 12 results.

Michelle Ford, General Manager of Unipromo said, "We loved the idea of a Bamboo Cutlery set as it aligned perfectly to Monash University's strategic goal of ethical and sustainable marketing as the product was reusable, made of eco-friendly materials and reduced waste."

"We custom designed the packaging in an eco-friendly cotton canvas pouch together with a DL-size card and envelope, also made from recycled materials. All made to meet Australia Post specifications in order to minimize costs and streamline mailing logistics".

Monash's Marketing Manager for Lead Acquisition and Nurture said, "The campaign was a huge success, contributing to a 618% increase in our website traffic compared to the previous year's campaign. The Change Day Expo event generated thousands of leads and attendees. It's been an absolute pleasure working with the Unipromo team on this project."



MADE IN AUSTRALIA / NEW ZEALAND



WINNER

SEEN PROMOTIONS

Campaign: Energy Australia Marketing Activation



Seen Promotions was given a brief to create the greatest Marketing Activation for the Launch of Energy Australia's online store.

The team enlisted the help of numerous local suppliers (who worked with and supplied Australian made products) to create an edible Marketing Activation for Energy Australia.

This included cookies, donuts for the donut wall (pictured) and gelato for the gelato cart; all of which played a part in making the event a resounding success.

The campaign was thoroughly enjoyed by staff at both Seen Promotions and Energy Australia, where the subsequent store launch was also declared a success.

Buy-in rate from staff was approximately 1,900 staff out of 2,200 in total, a result the client was understandably thrilled with.

In the days following the launch, many of Seen Promotion's apparel and merchandise lines sold out, illustrating the widespread success and appeal of the campaign.



NOT FOR PROFIT PROMO



WINNER

GET SMART PROMOTIONAL PRODUCTS

Campaign: Jean Hailes Women's Health Week



Jean Hailes Women's Health Week (WHW) is an annual event dedicated to all women across Australia that promotes general health. Over the past seven years, WHW has continued to grow to become the biggest week in women's health in Australia.

The objective for the September 2019 event was to exceed 20% growth on the previous year to take proactive steps to secure the future of the event.

WHW's challenge was to create a more environmentally sustainable campaign, eliminate all single-use plastic and introduce recycled materials into their key marketing asset, the WHW gift bag.

Jean Hailes selected four key products; the RPET Gift Bag, custom designed keyring/lanyards, informative magnets and a custom designed, Australian made bookmark which was manufactured using recycled paper and embedded with basil seeds.

Michelle Ford, General Manager of Get Smart Promotional Products said, "Our team were thrilled to successfully be awarded the WHW tender. Part of the brief was to design, create and source a range of merchandise, all of which needed to be made of eco-friendly materials, be reusable and beautifully designed to inspire women of all demographics and nationalities to participate in this important event."

Jean Hailes' WHW Campaign Manager, Brenda Jones said, "We achieved a 34% increase in participants with over 112,000 women attending 2889 events across the country, plus over 1.7 million social media impressions and almost 45,000 campaign subscribers."

"The gift bags packed full of resources and promotional items were a major contributor to the success of the campaign and no harm was done to the planet!"



PROMOTIONAL PRODUCT INNOVATION AND DESIGN



WINNER

NEW AGE PROMOTIONS

Campaign: Pronto Software Terrariums



Pronto Software is an Australian-based software solutions company. In October, the company announced their sponsorship of The CEO Institute Summit, the theme of which was 'GROW', where current challenges to a business' ability to grow were explored.

Being the major sponsor of the event, Pronto Software required a memorable, unique and thought-provoking branded merchandise piece which would not only serve as a take-home gift, but also be used as the centrepiece on each table at the event. The item would need to reflect the theme while also highlighting the Pronto landmark as the major sponsor of the event.

The team at New Age Promotions developed a perfectly suited item to satisfy the above criteria; the Pronto Terrarium. The terrarium concept was perfectly suitable as it was the first of its kind, thought-provoking and integrated directly with the theme of the event.

The major component of the item was composed of three live plants. The terrariums were constructed from glass and a geometric shape was agreed upon which not only fit within Pronto Software's branding guidelines but also provided a 360-degree user experience.

The team at New Age Promotions, committed to making the project a success for the client, flew out from Melbourne to Brisbane, Adelaide and Sydney to unpack, water and re-arrange the terrariums on the tables to optimise the end-user experience.

In the end, the campaign was an overwhelming success. One measurable result was that for each event (Melbourne, Sydney, Brisbane, Adelaide and Perth), not a single terrarium was left.

The audience not only loved them, but 1100 units would also go back to the target audiences' homes or offices where they would be a daily reminder of Pronto Software.



SUSTAINABLE / ECO-FRIENDLY RECYCLING PROGRAM OR INITIATIVE



WINNER

APD PROMOTIONS

Campaign: Eco-Notebook Made From Coffee Cups



According to earthday.org, there are 16 billion disposable coffee cups used around the world every year. The idea of recycling these coffee cups and transforming them into a functional and high-quality notebook seemed like a perfect solution to APD Promotion's clients' environmental concerns.

The client, T. Rowe Price (TRP) had recently placed a significant focus on promoting eco-friendly investment funds that support long term sustainability of natural resources.

In line with their environmental initiatives, TRP challenged APD Promotions to produce an eco-friendly notebook for their ongoing events across the Asia Pacific region that would further promote a strong message around recycling and sustainability.

In addition, TRP wanted to integrate their corporate messaging 'Global Expertise, Local Presence', to reflect their core values, signifying the global financial knowledge tailored to local customer needs.

To deliver a powerful product that is aligned with client's key objectives, APD Promotions produced a bespoke notebook made from recycled coffee cups. It is estimated that approximately 2000 standard sized recycled coffee cups were used in making the notebooks.

In Collaboration with UK-based paper mills and Ball & Doggett, APD Promotions engaged an eco-design printing company in Sydney to produce a highly credible eco-friendly notebook that ticked all the boxes that client had asked for.

The client was overjoyed with the result and is expanding the concept to other offices in Europe. "The final result on this project ticked all of the boxes that make a great promotional giveaway in my book: beautiful, useful, reflective of local culture, great value with a strong environmental story," said Michael Mann, International Production Manager for TRP.



FINALISTS

APPAREL/WEARABLE PRODUCTS

Seen Promotions **WINNER**

Energy Australia Branded Uniforms

Get Smart Promotional Products

Reflections Holiday Parks Apparel, Merchandise & Online Solution

Total Image Group

Sydney Cricket Ground (SCG) Uniform Launch Campaign

BEST INTEGRATION TO A CAMPAIGN/NEW MEDIA

Honeycomb Agency **WINNER**

Lead Generating Event Experience

INCK Merchandise

Farmers Union Iced Coffee (#FUICgear)

New Age Promotions

Carlton Christmas Cinema Popcorn

BUSINESS TO BUSINESS

YAY! Promos **WINNER**

SeaRoad Client Christmas Gifts

Over The Top Promotions

Virtual Beer Packs

Brandscene

Corporate Merchandise

CONSUMER PROGRAM/GIFT WITH PURCHASE

TLC Live NZ **WINNER**

Jim Beam Cornhole

Flourish Marketing

EL Package Toyota Supra Launch

Flourish Marketing

Wellbean Patient Communication

DISTRIBUTOR SELF-PROMOTION

YAY! Promos **WINNER**

Happy Fri-YAY!

The Branding Office

Kind July

Red Tomato

Tomato Air- Red Tomato's New Airline

DISTRIBUTOR/SUPPLIER COLLABORATION

New Age Promotions **WINNER**

The Trybe In-store Brand Activation

Sister Kate Marketing

Fire Aid 2020

EVENT MERCHANDISE

Flourish Marketing **WINNER**

Polymers with Purpose NMW 2019

TLC Live NZ

Jim Beam Homegrown Inflatable Globe Balls

Minc Marketing

Epworth Centenary Mascot Recreation

LIMITED BUDGET

Uni Promo **WINNER**

Monash University Eco Friendly/Sustainable Bamboo Cutlery Sets

TLC Live NZ

Unison Community Backpacks

Arid Zone

Bostik's Officeworks Campaign

MADE IN AUSTRALIA/NEW ZEALAND

Seen Promotions **WINNER**

Aussie Made Activation

Sister Kate Marketing

Play For All

INCK Merchandise

Matso's 'Made In Noosa' Lip Balm

NOT FOR PROFIT

Get Smart Promotional Products **WINNER**

Jean Hailes Women's Health Week

Promoshop

Wise Employment

Stickers and Stuff

NTAHC National Condom Day

PROMOTIONAL PRODUCT INNOVATION AND DESIGN

New Age Promotions **WINNER**

Pronto Software Terrariums

TLC Live NZ

Jim Beam Ice Chests

APD Promotions

Light Up The Lake

SUSTAINABLE/ECO-FRIENDLY/RECYCLING PROGRAM OR INITIATIVE

APD Promotions **WINNER**

Eco Notebook Made From Coffee Cups

New Age Promotions

Carlton Community Activation Plan - Carlton INC Bamboo Cups

YAY! Promos

The District Docklands Jute Bag



SEP 2020

Promotional Products

Marketing Magazine

NEW

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AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION

Promotional Products

Marketing Magazine

SPECIAL FEATURE

APPA ABROAD:
A GUIDE TO WHAT'S
TRENDING IN PROMO
AROUND THE WORLD



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