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For Immediate Release

## **APMA Star Award Winners Announced**

APMA, powered by the Communications Council, today announced the 2011 Australasian Promotional Marketing Association (APMA) Star Award winners.

Last night's annual awards, held at the Sofitel Wentworth in Sydney, acknowledge and reward those experiential and promotional agencies and their clients that demonstrate outstanding strategic prowess and creativity in today's highly competitive marketplace.

Taking out the coveted Grand Prix was Integer who scored the top award for its 'My Car is Your Car' campaign for NRMA, an activation idea that saw Integer launch a campaign sharing a car with Australia in order to illustrate NRMA's policies as covering anybody driving the car.

The Young Stars Young Achiever awards were won by Jessie White (Leo Burnett) and Nick Smith (Kinetic Marketing), with Martin Walters receiving the Lifetime Achievement Award for his service to the promotional and experiential marketing industry.

David Lo thanked this year's 40 judges and the Star Award sponsors and said: "The Star Awards go from strength to strength. Once again we have a great success of an evening highlighting the outstanding calibre of work being produced by Australasian agencies. Congratulations to all winners, you truly set the benchmark of excellence in promotional and experiential marketing for all of us." said David Lo, APMA Chairman.

All APMA Star Awards winners now go on to compete in the highly coveted 2011 MAA GLOBES for the Best Promotional Marketing Campaigns in the World.

The complete list of APMA Star Awards winners follows:

### **GRAND PRIX**

CAMPAIGN: My Car Is Your Car  
CLIENT: NRMA Insurance, SGIC & SGIO  
AGENCY: Integer

### **LIFETIME ACHIEVEMENT AWARD**

Martin Walters

### **YOUNG STARS YOUNG ACHIEVER IN ACCOUNT SERVICE**

Jessie White  
Leo Burnett

### **YOUNG STARS YOUNG ACHIEVER IN CREATIVE**

Nick Smith  
Kinetic Marketing

## **BEST INTEGRATED COMMUNICATIONS CAMPAIGN (UNDER \$1 MILLION)**

### **Bronze**

CAMPAIGN: Carlton Draught Win a Prize  
CLIENT: Carlton & United Breweries  
AGENCY: Apollo Marketing Australia

### **Silver**

CAMPAIGN: Guide Dogs - Support Scent  
CLIENT: Guide Dogs Australia  
AGENCY: Clemenger BBDO & Clemenger Fusion

### **Gold**

CAMPAIGN: Share House  
CLIENT: Microsoft  
AGENCY: Wunderman

## **BEST INTEGRATED COMMUNICATIONS CAMPAIGN (OVER \$1 MILLION)**

### **Bronze**

CAMPAIGN: My Car Is Your Car  
CLIENT: NRMA Insurance, SGIC & SGIO  
AGENCY: Integer

### **Silver**

CAMPAIGN: Boag's Draught Greatest Cup Never Run  
CLIENT: Lion Nathan  
AGENCY: Momentum Worldwide

### **Gold**

CAMPAIGN: Bundy Skycouch  
CLIENT: Bundaberg Rum/Diageo Australia  
AGENCY: The Marketing Store Sydney

## **BEST SPONSORSHIP OR TIE-IN CAMPAIGN**

### **Bronze**

CAMPAIGN: VB Shout The Nation  
CLIENT: Carlton & United Breweries  
AGENCY: Apollo Marketing Australia

### **Silver**

CAMPAIGN: Player Escort  
CLIENT: McDonald's  
AGENCY: The Marketing Store Sydney

### **Gold**

CAMPAIGN: Tim Cahill & Weet-Bix  
CLIENT: Sanitarium  
AGENCY: Sputnik Agency

## **BEST USE OF DIRECT MARKETING AND CRM IN A CAMPAIGN**

### **Bronze**

CAMPAIGN: Relief in Store Pharmacy Challenge  
CLIENT: iNova Pharmaceuticals  
AGENCY: Pacific Highway Marketing Communications

### **Silver**

CAMPAIGN: Smuggle Yourself to Mexico  
CLIENT: Cuervo Tequila/Diageo Australia  
AGENCY: The Marketing Store Sydney

### **Gold**

CAMPAIGN: Whiskas Pledge  
CLIENT: Mars Petcare  
AGENCY: BD Network

## **BEST USE OF DIGITAL IN A CAMPAIGN**

### **Bronze**

CAMPAIGN: Subaru XV Rescue  
CLIENT: Subaru  
AGENCY: Leo Burnett

### **Silver**

CAMPAIGN: M&M's Bare All  
CLIENT: Mars Snackfood  
AGENCY: Clemenger BBDO & Clemenger Fusion

### **Gold**

CAMPAIGN: Canon World of EOS  
CLIENT: Canon  
AGENCY: Leo Burnett

## **BEST BRAND BUILDING CAMPAIGN**

### **Bronze**

CAMPAIGN: Bundy Skycouch  
CLIENT: Bundaberg Rum/Diageo Australia  
AGENCY: The Marketing Store Sydney

### **Silver**

CAMPAIGN: Summer Rewind  
CLIENT: Schweppes  
AGENCY: Tribe Marketing

### **Gold**

CAMPAIGN: Player Escort  
CLIENT: McDonald's  
AGENCY: The Marketing Store Sydney

## **BEST BUSINESS-TO-BUSINESS CAMPAIGN (BUSINESS TRADE OR INTERNAL)**

### **Bronze**

CAMPAIGN: Postcards From Santa  
CLIENT: SingTel Optus Pty Ltd  
AGENCY: Creative Activation

### **Silver**

CAMPAIGN: A Taste of Monteith's - Summer Cookbook  
CLIENT: DB Breweries  
AGENCY: Apollo Marketing New Zealand

### **Gold**

CAMPAIGN: 2010 Carlton Draught Plastic Cup  
CLIENT: Carlton & United Breweries  
AGENCY: Creative Activation

## **BEST RETAIL ACCOUNT SPECIFIC OR CHANNEL SPECIFIC CAMPAIGN**

### **Bronze**

CAMPAIGN: Get your hands on Sam's stuff!  
CLIENT: St. George Bank  
AGENCY: Evocatif

### **Silver**

CAMPAIGN: Wyeth S26 Gold - Free Owl Towel  
CLIENT: Wyeth Australia  
AGENCY: 30thirty

### **Gold**

CAMPAIGN: Call of Duty: Black Ops Launch  
CLIENT: Activision Blizzard  
AGENCY: Creative Activation

## **BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN**

### **Bronze**

CAMPAIGN: Havaianas Australia Day Thong Challenge  
CLIENT: Havaianas Australia (Aqueo Imports Pty Ltd)  
AGENCY: Urban

### **Silver**

CAMPAIGN: Marco/Polo  
CLIENT: Volkswagen  
AGENCY: PLAY Communication

### **Gold:**

CAMPAIGN: My Car Is Your Car  
CLIENT: NRMA Insurance, SGIC & SGIO  
AGENCY: Integer

## **BEST USE OF SOCIAL MARKETING IN A CAMPAIGN**

### **Bronze**

CAMPAIGN: Samboy Ute & the Loot - Race-A-Mate Championship  
CLIENT: Snackbrands  
AGENCY: Pusher

### **Silver**

CAMPAIGN: Jack's World Tour  
CLIENT: Hancocks Wine & Spirits Merchants  
AGENCY: Apollo Marketing New Zealand

### **Gold**

CAMPAIGN: Back Your State  
CLIENT: IdeaWorks  
AGENCY: IdeaWorks

## **BEST CAUSE OR CHARITY-RELATED PROMOTIONAL CAMPAIGN**

### **Bronze**

CAMPAIGN: Stayz Give & Getaway  
CLIENT: Stayz.com, Fairfax Digital  
AGENCY: Urban

### **Silver**

CAMPAIGN: Guide Dogs - Support Scent  
CLIENT: Guide Dogs Australia  
AGENCY: Clemenger BBDO & Clemenger Fusion

### **Gold**

CAMPAIGN: MILO Sports Cash  
CLIENT: Nestle NZ  
AGENCY: Apollo Marketing New Zealand

## **BEST ACTIVITY GENERATING BRAND AWARENESS AND TRIAL**

### **Bronze:**

CAMPAIGN: La Famiglia  
CLIENT: Goodman Fielder  
AGENCY: Integer

### **Silver**

CAMPAIGN: Headless Horseman  
CLIENT: Australian Centre For The Moving Image  
AGENCY: DDB Group Melbourne

### **Gold**

CAMPAIGN: Lifebuoy Launch  
CLIENT: Unilever  
AGENCY: Leo Burnett

## **BEST ACTIVITY GENERATING BRAND VOLUME**

### **Bronze**

CAMPAIGN: Finish Quantum Launch  
CLIENT: Reckitt Benckiser  
AGENCY: Momentum Worldwide

### **Silver**

CAMPAIGN: Green's Irwin's Aprons  
CLIENT: Green's General Foods  
AGENCY: 30thirty

### **Gold**

CAMPAIGN: Intel Blast Off with Turbo Boost  
CLIENT: Intel APAC  
AGENCY: Momentum Worldwide

## **BEST ACTIVITY GENERATING BRAND LOYALTY**

### **Bronze**

CAMPAIGN: Relief in Store Pharmacy Challenge  
CLIENT: iNova Pharmaceuticals  
AGENCY: Pacific Highway Marketing Communications

### **Silver**

CAMPAIGN: Pauls 70th Birthday  
CLIENT: Parmalat Australia  
AGENCY: Shining Star Marketing and Events

### **Gold**

CAMPAIGN: Summer Rewind  
CLIENT: Schweppes  
AGENCY: Tribe Marketing

## **BEST SMALL BUDGET CAMPAIGN (\$75,000 AND UNDER)**

### **Bronze**

CAMPAIGN: A Taste of Monteith's - Summer Cookbook  
CLIENT: DB Breweries  
AGENCY: Apollo Marketing New Zealand

### **Silver**

CAMPAIGN: Penfolds Free Riedel Wine Glasses  
CLIENT: Treasury Wine Estate  
AGENCY: Apollo Marketing Australia

### **Gold**

CAMPAIGN: Get your hands on Sam's stuff!  
CLIENT: St. George Bank  
AGENCY: Evocatif

## **MOST INNOVATIVE IDEA/CONCEPT**

### **Bronze**

CAMPAIGN: Canon World of EOS  
CLIENT: Canon  
AGENCY: Leo Burnett

### **Silver**

CAMPAIGN: My Car Is Your Car  
CLIENT: NRMA Insurance, SGIC & SGIO  
AGENCY: Integer

### **Gold**

CAMPAIGN: Boag's Draught Greatest Cup Never Run  
CLIENT: Lion Nathan  
AGENCY: Momentum Worldwide

## **BEST USE OF CREATIVE IN A CAMPAIGN**

### **Bronze**

CAMPAIGN: Dry Dreams  
CLIENT: Fosters Group  
AGENCY: Clemenger BBDO Melbourne

### **Silver**

CAMPAIGN: Canon World of EOS  
CLIENT: Canon  
AGENCY: Leo Burnett

### **Gold**

CAMPAIGN: Guide Dogs - Support Scent  
CLIENT: Guide Dogs Australia  
AGENCY: Clemenger BBDO & Clemenger Fusion

## **About the Australasian Promotional Marketing Association (APMA)**

The Australasian Promotional Marketing Association (APMA) represents leading Promotional and Experiential Marketing Agencies in Australia and New Zealand. APMA focuses on being the leading authority on Promotional Marketing in the region and stimulating each APMA member agency to achieve the highest attainable level of professional excellence.

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