

MEDIA RELEASE

FOR IMMEDIATE USE

2nd JULY, 2010

APMA Star Awards Winners Announced

The 2010 Australasian Promotional Marketing Association (APMA) Star Awards winners were announced last night at the annual gala event, held at the Sofitel Wentworth in Sydney. Taking out the coveted Grand Prix was Wunderman who scored the top award for its TenGrandisBuriedHere.com campaign for Microsoft. The Young Stars Young Achiever awards were won by Apollo Marketing's Aisha Krupski and Chantal Smith with Doug Chapman receiving the Lifetime Achievement Award.

"Last night was a great success with a record number of guests celebrating and acknowledging the best the industry has to offer. Once again, the Star Awards have highlighted the outstanding calibre of work being produced by Australasian agencies," said David Lo, APMA Chairman.

All APMA Star Awards winners will be eligible to compete in the highly coveted MAA GLOBES for the Best Promotional Marketing Campaigns in the World, held in the USA in October, 2010.

The complete list of APMA Star Awards winners follows:

GOLD

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (UNDER \$1 MILLION)

CAMPAIGN: Take The Wheel

CLIENT: Nissan Australia

AGENCY: Whybin\TBWA\Tequila

SILVER

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (UNDER \$1 MILLION)

CAMPAIGN: SupaShake Flavour Crusaders

CLIENT: Fonterra

AGENCY: Creative Activation – Morph Marketing

BRONZE

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (UNDER \$1 MILLION)

CAMPAIGN: Have You Seen This Robot?

CLIENT: Sony Computer Entertainment

AGENCY: Ok Sony

GOLD

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (OVER \$1 MILLION)

CAMPAIGN: The VB Pop-Up-Pub

CLIENT: Foster's Australia

AGENCY: Apollo Marketing

SILVER

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (OVER \$1 MILLION)

CAMPAIGN: Fifth Leg Operation Kerplonk

CLIENT: Foster's Group

AGENCY: DDB Group Melbourne

BRONZE

BEST INTEGRATED COMMUNICATIONS CAMPAIGN (OVER \$1 MILLION)

CAMPAIGN: Carlton Draught 'Drop the Bomb'

CLIENT: Foster's Australia

AGENCY: Creative Activation (CSM)

GOLD

BEST SPONSORSHIP OR TIE-IN CAMPAIGN

CAMPAIGN: Kleenex Cottonelle Couture Challenge

CLIENT: Kimberly-Clark

AGENCY: Apollo Marketing New Zealand

SILVER

BEST SPONSORSHIP OR TIE-IN CAMPAIGN

CAMPAIGN: HSBC Waratahs Jersey 23

CLIENT: HSBC

AGENCY: Team HSBC

BRONZE

BEST SPONSORSHIP OR TIE-IN CAMPAIGN

CAMPAIGN: Weet-Bix Power Plays

CLIENT: Sanitarium New Zealand

AGENCY: Momentum

GOLD

BEST USE OF DIRECT MARKETING AND CRM

CAMPAIGN: Take The Wheel

CLIENT: Nissan Australia

AGENCY: Whybin\TBWA\Tequila

SILVER

BEST USE OF DIRECT MARKETING AND CRM

CAMPAIGN: Smirnoff 30 Days

CLIENT: Diageo

AGENCY: The Marketing Store

BRONZE

BEST USE OF DIRECT MARKETING AND CRM

CAMPAIGN: Europe. Almost as Beautiful as the Journey

CLIENT: Emirates

AGENCY: Kaleidoscope Marketing Communications

GOLD

BEST DIGITAL/INTERACTIVE CAMPAIGN

CAMPAIGN: Schick Jill's Mowing

CLIENT: Energizer Australia

AGENCY: 30thirty

SILVER

BEST DIGITAL/INTERACTIVE CAMPAIGN

CAMPAIGN: Have You Seen This Robot?

CLIENT: Sony Computer Entertainment

AGENCY: Ok Sony

BRONZE

BEST DIGITAL/INTERACTIVE CAMPAIGN

CAMPAIGN: Weet-Bix Power Plays

CLIENT: Sanitarium New Zealand

AGENCY: Momentum

GOLD

BEST BRAND BUILDING CAMPAIGN

CAMPAIGN: Carlton Dry 'Team Dry'

CLIENT: Foster's Australia

AGENCY: Creative Activation (CSM)

SILVER

BEST BRAND BUILDING CAMPAIGN

CAMPAIGN: Uncle Tobys Swim, Survive, Stay Alive

CLIENT: Uncle Tobys

AGENCY: OgilvyAction

BRONZE

BEST BRAND BUILDING CAMPAIGN

CAMPAIGN: Europe. Almost as Beautiful as the Journey

CLIENT: Emirates

AGENCY: Kaleidoscope Marketing Communications

GOLD

BEST BUSINESS-TO-BUSINESS CAMPAIGN

CAMPAIGN: Europe. Almost as Beautiful as the Journey

CLIENT: Emirates

AGENCY: Kaleidoscope Marketing Communications

SILVER

BEST BUSINESS-TO-BUSINESS CAMPAIGN

CAMPAIGN: Pepperjack Battle of the Steaks

CLIENT: Foster's Australia

AGENCY: Creative Activation (CSM)

BRONZE

BEST BUSINESS-TO-BUSINESS CAMPAIGN

CAMPAIGN: Panasonic Lumix Shoot for Your Store

CLIENT: Panasonic

AGENCY: Kaleidoscope Marketing Communications

GOLD

BEST RETAIL ACCOUNT SPECIFIC OR CHANNEL SPECIFIC CAMPAIGN

CAMPAIGN: Carlton Dry Fusion Lemon - Facebook

CLIENT: Foster's Australia

AGENCY: Creative Activation (CSM)

SILVER

BEST RETAIL ACCOUNT SPECIFIC OR CHANNEL SPECIFIC CAMPAIGN

CAMPAIGN: Tooheys Extra Dry Guitar Hero

CLIENT: Lion Nathan

AGENCY: 30thirty

BRONZE

BEST RETAIL ACCOUNT SPECIFIC OR CHANNEL SPECIFIC CAMPAIGN

CAMPAIGN: Intel – Built for Speed

CLIENT: Intel Australia

AGENCY: Momentum

GOLD

BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN

CAMPAIGN: Vote Earth

CLIENT: WWF

AGENCY: Leo Burnett

SILVER

BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN

CAMPAIGN: Beneful Bark in the Park

CLIENT: Nestle Purina Petcare

AGENCY: OgilvyAction

BRONZE

BEST EVENT OR EXPERIENTIAL MARKETING CAMPAIGN

CAMPAIGN: Arnott's Campbell's Velish Soup Kitchen

CLIENT: Arnott's

AGENCY: AmbientX

GOLD

BEST USE OF SOCIAL MARKETING

CAMPAIGN: TenGrandisBuriedHere.com

CLIENT: Microsoft

AGENCY: Wunderman

SILVER

BEST USE OF SOCIAL MARKETING

CAMPAIGN: Canon EOS Photochains

CLIENT: Canon

AGENCY: Leo Burnett

BRONZE

BEST USE OF SOCIAL MARKETING

CAMPAIGN: Smirnoff 30 Days

CLIENT: Diageo

AGENCY: The Marketing Store

GOLD

BEST CAUSE OR CHARITY-RELATED PROMOTIONAL CAMPAIGN

CAMPAIGN: Vote Earth

CLIENT: WWF

AGENCY: Leo Burnett

SILVER

BEST CAUSE OR CHARITY-RELATED PROMOTIONAL CAMPAIGN

CAMPAIGN: VB Raise-A-Glass Appeal

CLIENT: Foster's Australia

AGENCY: Apollo Marketing

BRONZE

BEST CAUSE OR CHARITY-RELATED PROMOTIONAL CAMPAIGN

CAMPAIGN: Cool Ridge - Movember

CLIENT: Schweppes

AGENCY: BMF Advertising

YOUNG STARS YOUNG ACHIEVER IN ACCOUNT SERVICE

NAME: Aisha Krupski

AGENCY: Apollo Marketing

YOUNG STARS YOUNG ACHIEVER IN CREATIVE

NAME: Chantal Smith

AGENCY: Apollo Marketing

GOLD

BEST ACTIVITY GENERATING BRAND AWARENESS AND TRIAL

CAMPAIGN: Fifth Leg Operation Kerplonk

CLIENT: Foster's Group

AGENCY: DDB Group Melbourne

SILVER

BEST ACTIVITY GENERATING BRAND AWARENESS AND TRIAL

CAMPAIGN: Arnott's Campbell's Velish Soup Kitchen

CLIENT: Arnott's

AGENCY: AmbientX

BRONZE

BEST ACTIVITY GENERATING BRAND AWARENESS AND TRIAL

CAMPAIGN: Panasonic Lumix Win an LCD TV Instantly

CLIENT: Panasonic

AGENCY: Kaleidoscope Marketing Communications

GOLD

BEST ACTIVITY GENERATING BRAND VOLUME

CAMPAIGN: Wild Turkey: Win the Ultimate Trip to Vegas

CLIENT: Pernod Ricard

AGENCY: The Marketing Zoo

SILVER

BEST ACTIVITY GENERATING BRAND VOLUME

CAMPAIGN: Ice Break iPhone Promotion

CLIENT: Parmalat Australia

AGENCY: IdeaWorks

BRONZE

BEST ACTIVITY GENERATING BRAND VOLUME

CAMPAIGN: Lights, Camera, Cash! Win \$1 Million

CLIENT: Twentieth Century Fox

AGENCY: 30thirty

GOLD

BEST ACTIVITY GENERATING BRAND LOYALTY

CAMPAIGN: Reward Yourself

CLIENT: LG

AGENCY: IdeaWorks

SILVER

BEST ACTIVITY GENERATING BRAND LOYALTY

CAMPAIGN: Relief in Store Pharmacy Challenge

CLIENT: iNova Pharmaceuticals

AGENCY: Pacific Highway Marketing Communications

BRONZE

BEST ACTIVITY GENERATING BRAND LOYALTY

CAMPAIGN: Free Moo Personalised T-shirt

CLIENT: Church and Dwight

AGENCY: IdeaWorks

GOLD

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

CAMPAIGN: Carlton Dry Fusion Lemon - Facebook

CLIENT: Foster's Australia

AGENCY: Creative Activation (CSM)

SILVER

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

CAMPAIGN: Schick Jill's Mowing

CLIENT: Energizer Australia

AGENCY: 30thirty

BRONZE

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

CAMPAIGN: IGA 'Apple a Day' Promotion

CLIENT: IGA

AGENCY: Apollo Marketing

GOLD

MOST INNOVATIVE IDEA/CONCEPT

CAMPAIGN: Kleenex Cottonelle Couture Challenge

CLIENT: Kimberly-Clark

AGENCY: Apollo Marketing New Zealand

SILVER

MOST INNOVATIVE IDEA/CONCEPT

CAMPAIGN: The VB Pop-Up-Pub

CLIENT: Foster's Australia

AGENCY: Apollo Marketing

BRONZE

MOST INNOVATIVE IDEA/CONCEPT

CAMPAIGN: Tooheys Extra Dry – 6 Beers of Separation

CLIENT: Lion Nathan

AGENCY: BMF Advertising

GOLD

BEST USE OF CREATIVE IN A PROMOTIONAL CAMPAIGN

CAMPAIGN: Tooheys Extra Dry – 6 Beers of Separation

CLIENT: Lion Nathan

AGENCY: BMF Advertising

SILVER

BEST USE OF CREATIVE IN A PROMOTIONAL CAMPAIGN

CAMPAIGN: Movo

CLIENT: Coca-Cola Amatil

AGENCY: 30thirty

BRONZE

BEST USE OF CREATIVE IN A PROMOTIONAL CAMPAIGN

CAMPAIGN: XXXX Summer Bright Lager

CLIENT: Lion Nathan

AGENCY: Momentum

LIFETIME ACHIEVEMENT AWARD

NAME: Doug Chapman

GRAND PRIX

CAMPAIGN: TenGrandisBuriedHere.com

CLIENT: Microsoft

AGENCY: Wunderman

ENDS

For further information regarding the APMA or to arrange an interview, please contact:

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About the Australasian Promotional Marketing Association (APMA)

The Australasian Promotional Marketing Association (APMA) represents leading Australian and New Zealand agencies whose core expertise lies in the area of marketing activation. Leaders in getting people to act, APMA member agencies use tactical marketing techniques to change behaviour, build brands and deliver results. Through education and awards programs, networking opportunities and research initiatives, the APMA supports and encourages its members in the pursuit of the highest attainable level of professional excellence.