



## "We're not in Kansas anymore"



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## Master Professional Indemnity



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## Social Media Monitoring



"...my company doesn't need social media monitoring..." I often speak with clients who make this crazy statement, and I have thoroughly enjoyed going on the journey with them as they learn more about how monitoring can impact their business.

## Up Close and Personal - Connecting with your Customers



A Custom Magazines Report in association with Publishers Australia. Today's brands have become today's publishers, but if you are planning on communicating directly with your customers you had better make sure you do it well.

## Think Before you P - Adding Ethics to the Marketing Mix



When a heated discussion erupts in the media around "marketing ethics", it almost always focuses on some advertisement or promotion that has disturbed someone, or some group, in some way.

## Marketing Awards

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## "We're not in Kansas anymore"



Lee Tonitto FAMI CPM  
Chair  
Australian Marketing Institute

In my first 2011 Marketing Update I spoke about the importance of growing customer value by solving customer experience problems through Design Thinking. Recently Mark Crowe and I met with the Chair and CEO of the Design Council to explore opportunities between the Design Council and the Institute. Why?

As Dorothy said to Toto: "We're not in Kansas anymore". The GFC has turned the world upside down. Competition is feisty, consumers more capricious and commoditization commonplace. Management theories that worked so well in the 20th century fall short in navigating the 21st century floodwaters of unpredictable, volatile change. To thrive in a new world order of complexity and change a different paradigm of thought is required, a systemic approach to problem solving known as Design Thinking. Design Thinkers trust their instincts. They challenge the status quo and take imaginative leaps to explore what's possible. They acknowledge and adapt to 'complexity',

envision the future, and then design the means to profit from it. Design thinking is like Dorothy's ruby slippers – we all have the creative capacity we just need to know how to use it. That is why the AMI and the Design Council have started a crucial conversation on future opportunities.

To you and your families I wish you a happy festive season.

*Good Design Australia is the country's premier design promotion organisation and the governing body for the Good Design Foundation, Good Design Advisory (consulting services) and the Australian International Design Awards. Established in 1958, the awards are one of the longest standing design recognition programs in the world.*

## Master Professional Indemnity



Mark Crowe FAMI CPM  
Chief Executive Officer  
Australian Marketing Institute

The announcement last month of a Master Professional Indemnity policy for members has received a very positive response. This new benefit will in a very tangible way result in savings to members on the cost of PI equivalent to many times the investment in membership. Further, it quantifies the value of CPM where insurers have assessed that this accreditation enables one to have 10 million in cover compared to otherwise 5 million.

However there are also other compelling reasons for our decision to go down the path of taking out a Master Policy. By having a comprehensive policy we are able to make a stronger statement that marketing services are backed with a level of assurance and protection that professional indemnity provides. In addition, as our membership continues to grow this will place further downward pressure on PI premiums for marketers as the risk will be spread across a greater number of insured.

The Master Policy covers a range of marketing and related activities. However it is important that if members are engaging in activities that could be deemed to fall outside of marketing they should take

the precautionary step of checking with our brokers Austrbokers Countrywide on 1800 245 123 or email [info@abcountrywide.com.au](mailto:info@abcountrywide.com.au)

Further I would advise members to avail themselves to the offer to receive a certificate of insurance now rather than waiting for when such evidence is required.

For more information see the article on page 10.



## Social Media Monitoring



Jessica Whittaker  
Product Evangelist  
Buzz Numbers

### Why my company doesn't need social media monitoring...

I often speak with clients who make the crazy statement above, and I have thoroughly enjoyed going on the journey with them as they learn more about how monitoring can impact their business. They have discovered that monitoring is not only important for their organisation, but it's also a vital tool that enables their business to stay relevant in their marketplace (regardless of the industry) by knowing what their audience is saying and where they are saying it.

I thought I would share a few of the common reasons that have been given as to why they initially *thought* they didn't need to monitor, and what they've learnt as we explored these reasons further.

*"We haven't got our social media strategy together so there is no use in monitoring at this point..."*

When have you ever put a strategy together without researching prior? If you were to launch a TVC would you test the commercial on an audience first? Before you launch a new product would you use focus groups to make sure the product meets the consumers' needs?

I'm sure most of you answered YES to the above questions! In both of these cases, you'd want to make sure that you were headed in the right direction by gaining insight into your targeted audience first...so why would putting together a strategy for social media be any different? Social media monitoring is a fast and effective way of gauging what is being said about your company/product/services/industry prior to getting involved in the social space. Consumers are speaking about organisations online regardless of whether or not those businesses are participating in the conversations, so monitoring provides a great baseline to gauge what consumers care about and where they talking online.

*"No one talks about our company online"*

The first question I ask when clients tell me this is – If you're not monitoring the online space, then how do you know?

One of my clients is a trucking business (not a super sexy brand). They entered into a listening trial to monitor social media thinking that there wouldn't be a lot of people, if anyone, speaking about them. Much to their surprise (and delight!), they found a community of brand advocates that had created a 'love blog' specific to their trucks in a country where the trucks aren't even sold!

Their monitoring exercise was a light bulb for them and the discovery of this group of brand advocates created a new perspective about how they could identify and engage with brand advocates to promote brand loyalty.

I also encourage organisations that have this mindset to look outside of their brand bubble and think about tracking their competitors, key industry terms, Government

ministers that may impact their business activity, or key spokespeople. If you are a services business, you can track your clients in order to better understand the clients' brand and how it's perceived, and to ultimately better those client relationships.

*"We have no resource to manage it."*

Often times when this reason is given, this means that they are not doing anything to monitor online and social media, which is a big risk for the company! What if someone puts out a negative tweet or blog post, and you're unaware of it until it becomes a bigger issue and is brought to your attention?

A monitoring tool helps low-resourced businesses by doing the hard work and bringing all mentions from multiple sources into one place. Your employees won't have to try and look across multiple sites to find mentions, and this saved time allows them to use that time to review any mentions that a monitoring tool has brought back. At a very basic level, reading through the daily alerts brought back by monitoring takes less than 20 minutes a day and gives you the peace of mind of knowing you're aware of what people are saying about the topics that matter to you online.

As you can see from the client experiences detailed above, we've found that businesses can't afford to NOT monitor in today's market. The amount of information and views expressed and shared in online and social media continues to grow, and businesses that don't capitalise upon this opportunity to learn about and engage with their consumers will be left behind.

*Still not convinced?* In that case, send along your reason for why your company doesn't need to monitor social media. I would be happy to accompany you on your journey and I'm certain we will discover just how integral and beneficial monitoring social media will be for your organisation!

*Jessica works alongside clients in their initial stages of understanding their online and social media landscape and how to make the first steps in the monitoring journey. Twitter: @jessdoubleya  
LinkedIn: linkedin.com/in/jesswhittaker*



## Up Close and Personal - Connecting with your Customers



Peter Griffin  
General Manager  
Real Estate Institute  
of New South Wales

*A Custom Magazines Report in association with Publishers Australia.*

### How well do you connect with your customers?

In just two decades the media landscape has become hugely fragmented, its four key bastions – newspapers, TV, radio and mass-market consumer magazines – are vastly diminished in size and stature as multi channel content makes way for truly targeted communication.

Today's brands have become today's publishers, but if you are planning on communicating directly with your customers you had better make sure you do it well.

A critical influence on brand choice is the customer communication experience. Custom magazines are proven brand builders; overseas study after study has shown that custom magazines are a trusted source of valued information and a powerful influence on customer relationships.

According to UK research custom magazines increase brand loyalty by 32% (The APA Advantage Study, Millward Brown 1998).

And now, for the first time, Australia's leading custom media producers have come together to comprehensively establish the value and measure the effectiveness of custom magazines in this country.

Discover industry insights into:

- The ability of customers to distinguish between different types of content;
- the importance of quality content in driving brand interaction; and
- the proven return on investment of the magazine content economy.

The key findings of the Australian Custom Magazines report are resoundingly positive. The value of targeted editorial as a tool for connecting with defined audiences is clearly evidenced, demonstrating that custom magazines provide a powerful medium for driving:

- Time spent with the brand
- Brand awareness and recognition
- Positive and ongoing brand engagement
- High levels of customer satisfaction
- Deeper relationships
- Brand affinity and trust
- Strong call to action and reaction
- And increased customer referrals

### No smoke and mirrors

The strongest relationships are unfailingly the most honest. One of the most compelling facts to emerge from the Australian Custom Report is that 91% of readers know and understand that a custom magazine is a promotional tool for that brand or organisation. And yet not only do they read it thoroughly, they respond extremely positively to its content.

### Why do they remain so engaged?

Because, as this survey demonstrates, they deem custom magazine content to be at once relevant, informative and entertaining. According to the Australian Custom Report:

- 90% of readers believe their magazine's content is relevant to the brand
- 87% also believe it is relevant to them as a reader
- 90% find their magazines to be a good source of information
- 82% enjoy the reading experience

Significantly, custom magazines are considered to be the most credible medium for reporting information about a brand or organisation (conversely newspapers were seen to be the least credible). The majority of survey respondents also indicated that they would be happy to accept more content in custom magazines for personal use as part of their media mix, which also included online communications.

In fact, as the Report suggests, they are more willing to receive more custom magazines than to receive promotions in main media.

### So what does that mean for your brand?

Consider this. How up close and personal does your brand currently get with your customers? Do you get almost 40 minutes of face time with your consumers on a regular basis? According to the Custom Report, custom magazines in this country are read for an invaluable 39.7 minutes.

There is no question that magazines have a particularly intimate relationship with their audiences; they are a medium of trust, a medium of information and an active medium (PPA How Magazine Advertising Works 2005).

Specifically targeted at your audience, custom magazines are designed to engage consumers who already have an existing relationship with your brand or organisation – and take that relationship even further.

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## Up Close and Personal - Connecting with your Customers

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The Australian Custom Report also confirms that custom magazine readers are more than four times as likely than non-readers to agree that the brand or organisation:

- Is a brand that CARES ...
- Is a brand that is RELEVANT to them ...
- Is a brand or organisation they can TRUST ...
- Is a brand or organisation that they LOVE

### Converting reaction to action

So once you have a magazine that your customers trust and a brand that they love, what's that likely to do for your future sales figures?

The value of editorial to customers is much in evidence, but so is the value that it translates to for brands and organisations that choose to invest in the medium.

Once again the Australian Report demonstrates that not only do custom magazine readers respond favourably to their magazines, they are significantly more likely to explore and act upon the brand offer.

- 54% of readers say that they visited the website of the brand or service
- 53% of readers say that they looked for a product or service as a result of reading the magazine
- 75% of readers say that they notice advertising in the magazines
- 51% of readers say that they use the ads as a point of reference when shopping around

### Engagement = effectiveness (squared)

With 95% of all customers who receive a magazine readily recalling its arrival and the majority reading it immediately - and then keeping it for more than a month to refer back to at least twice, there is little question that this medium provides a platform for deeper, direct and ongoing customer connection and communication.

But this Report has found that not only do customers 'care' about their magazines and as a consequence have a stronger relationship with the brand - they also 'share'.

According to the research:

- Eight in ten readers would recommend their magazine to a friend
- Three quarters of receivers read their magazine immediately and then it sits in a common area
- On average 2.3 people read each copy of a custom magazine
- 64% of readers say they talked to someone about the brand, product or service as a result of reading the magazine

The Report concludes that, given their power in promoting deeper relationships, custom magazines should gain a greater share of marketing budget and should be included as an integral part of the marketing mix for driving both repeat purchasers and new customers alike.

The Australian Custom Magazines Report was conducted via telephone and online by McNair Ingenuity Research Pty Ltd amongst receivers of Weight Watchers Magazine, Coles Baby & Toddler Magazine, Volkswagen Magazine, Restaurant & Catering Magazine and Real Estate Institute of NSW Journal. Fieldwork was carried out in August and September 2011.

A total of 975 people (200 from each magazine group) completed the survey (with the exception of Restaurant & Catering where 175 completed).

A sample of people who receive each of the five magazines was used as the sample frame. No age or gender quotas were applied.

All analysis was conducted by McNair Ingenuity Research. Validations were conducted on interviewing and data entry to ensure the highest possible standards.

*Peter Griffin has a diverse background in many sectors - healthcare, IT, telecommunications, financial services, publishing, consulting and industry associations. He has 17 years marketing experience - firstly in the UK and now in Australia. Peter is General Manager for the Real Estate Institute of New South Wales and is a NSW Councillor for AMI*



## Think Before you P - Adding Ethics to the Marketing Mix



Doug Gimesy  
The Framing Effect

Or..... Marketing ethics – it’s not just about that “P” called promotion

When a heated discussion erupts in the media around “marketing ethics”, it almost always focuses on some advertisement or promotion that has disturbed someone, or some group, in some way. Most of us will have watched with amusement Todd Sampson and Russell Howcroft debating the appropriateness of some issue or another on the The Gruen Transfer ... it makes for good television and is guaranteed to provoke a strong viewer reaction.

What is worth asking however, is why the focus of such discussions rarely moves beyond those issues related to that one P of the marketing mix – Promotion? Perhaps it is because promotion is the most visible side of what we do. It is what our customers and the general public readily see, and can easily critique.

The fact is, however, that significant ethical issues also surround the other 3, (or is it now 4,5,6 or 7?) “Ps” that sit within the marketing mix, and these deserve some airtime too. For example, whether to launch a new product, and what features to launch it with; how to price it; who to supply it to; how to promote it, or how to conduct sales, can all have significant ethical ramifications.

The Australian Marketing Institute’s code of professional conduct states “...members shall conduct their professional activities with *respect for the public interest*”. Similarly, more and more companies - by virtue of their mission/ vision statement, codes of conduct and introduction of CSR reporting - are acknowledging that they have intentions and obligations beyond simply maximising shareholder profit. For example, PwC state in the corporate responsibility section of their web site “...support the growth and development of our people and communities; and seek to minimise our impact on the environment.”

But for the marketer, when setting strategies and generally doing their job, how can we help ensure this *really* happens?

### First Things First

Let’s get some general, however important, ethical concepts out the way:

1. Being legal does not mean being ethical, and being ethical does not mean being legal. At one time in some countries, slavery or child labour was deemed legal, yet most of us would agree that it was unethical for a variety of reasons. Similarly, driving slightly above the speed limit (when clearly safe to do so) due to an urgent need to get someone to hospital, whilst illegal, is probably not unethical.
2. Making the claim “it’s a business decision” does not give someone ethical immunity.
3. Whilst consequences can be important, some things can be deemed as unethical simply based on the motivation or act itself. If someone lies but no one believes them, whilst no harm is done, the act of lying could still be deemed by many to be unethical.

4. Doing nothing (an omission) can be deemed just as unethical as doing something (an act). For example, keeping silent and preventing an injustice from occurring - especially when there is no risk to the whistleblower - is clearly not the right thing to do.

With these basic concepts in mind, let’s look at how ethical considerations exist and could be considered under the classic 4 “Ps” of product, price, place and promotion.

### The 4 P’s

**Product:** Most good marketers will develop or market products suited to defined market segments, as this (along with appropriate targeting and positioning) should help maximise sales and brand equity.

In doing this however, some very broad questions can be asked. For example:

- Does this product really align with the company’s explicate value set?
- Does this product help fulfill – or does it undermine – the company’s explicate vision or mission statement?

If the answer is no to either of these, one could rightly say the company has misled its shareholders, its employees, the public, and all other relevant stakeholders. For example, someone who supported a “socially focused” not-for-profit organisation would be justified in feeling deceived if they discovered its products had been made in a ‘sweatshop’.

Similarly, is the packaging appropriate? Will it be deceptive by design or default to its target segment, and will it be appropriate for others who could be exposed to it? Are the warranties, customer service or customer-care, either promised or inferred, not only clear, but really deliverable?

**Price:** Most marketers will consider the best pricing model is one that boosts sales and profit but, depending on the industry and segment, the price set can also have significant ethical implications beyond the company.

A pricing model designed to increase profits but excludes consumers with low economic means, may appear unfair when the product or service is not just desirable, but actually a necessity of life.

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### Think Before you P - adding Ethics to the Marketing Mix

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This type of issue is no more clearly demonstrated than in the pharmaceutical industry, where certain lifesaving drugs may not be available on the PBS, yet are priced by the company at a level that only the affluent can afford – in effect creating a form of economic discrimination with life and death health consequences. A simple example would be the pricing of utilities (e.g. water, gas, electricity).

**Place:** Where a product can be purchased along the supply chain, whilst at first may seem innocuous enough, can also pose significant ethical ramifications. If a product is made too easily accessible, for example products of addiction and harm (e.g. tobacco, alcohol, internet gambling, pornography, martial arts weapons), the consequences can also be negative.

Such issues also extend to making a product available to market segments where a high probability exists that it may be used incorrectly or inappropriately. Some may remember the famous case in Africa, where a multinational corporation made infant formula available to impoverished breastfeeding mothers. As a result, due to either their mothers financial constraints, limited access to fresh water, or both, the milk formula ended up being over-diluted (in an attempt to make it go further) or mixed with contaminated water - the end result being significant malnourishment and sickness.

Now hopefully most of us will never face ethical issues like this, or selling guns to Gaddafi, however supporting a customer in the distribution chain - when you know their business practices or behaviour are questionable - is in effect supporting an unethical business and needs to be questioned. I distinctly remember an instance where a sales representative, who had complained about being sexually harassed by one of her customers, was told to continue seeing them, as they were worth a lot of money.

Conversely, not making a product available can be ethically dubious. For example, when an agricultural company makes one type of pest or drought-resistant crop available to one country, but not to another, particularly if the latter is a third-world country with limited options. Finally, withdrawing or deleting a product or service can also have far-reaching impacts, especially if this goes beyond the understood or expected product lifecycle and support.

**Promotion:** When it comes to promotion, it's important to differentiate between 'bad taste' and 'unethical'. Bad taste can typically be described as something unpleasant, inappropriate, or something that defies our cultural norms.

Unethical however, is something that breaks the rules of the game, or simply has negative or unacceptable consequences. Making a false, deceptive or misleading promise outside the acceptable promotional practice of "puffery", or promoting a product or service that ends up causing physical, emotional, economic or social harm, can be said to be unethical.

Examples include promoting how fast a car can go, when clearly speed limits exist; forms of beauty advertising which set impossible standards and expectations, thereby impacting self-esteem; and offering finance to those who clearly cannot

afford it. As previously mentioned, the advertising component of the promotional mix is the one that gains the lion's share of popular culture's attention and it probably doesn't require much more comment here.

But there are many other aspects of the promotional mix that can also have significant ethical repercussions. For example, whom you promote to, is important. Marketing to the vulnerable may be deemed unethical as, for a variety of reasons, they may not have the ability to appropriately evaluate the offering. There is no better example than children being exposed to certain types of advertising. The American Psychological Association noted that children, especially under the age of eight, normally lack the ability to recognize advertising as biased or untrue, and consequently view them as true.

And even if we decide there are no ethical concerns around whom we promote to, there is still the question of how much information we should provide. When is it unethical to disclose too little information, or too much?

### In Conclusion

The powers and abilities of successful marketers to influence and impact the world around us create unique responsibilities and considerations. In a world where the notion of corporate social responsibility and obligations to others outside just the shareholder is increasing, a key challenge of the ethical marketer is to determine exactly when the interests of their employee trump those of external stakeholders, and when the interests of external stakeholders trump that of the employee. There is no single and easy answer, and conflicts of interest will arise, and trade-offs will need to be made. However, just stopping, and thinking about the issues, is a great start.

Given that many of us use the marketing mix as a framework for developing our marketing strategies, perhaps just adding to this an ethical discussion section is one simple way to help ensure we, and the organisations we associate with, do "the right thing".

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## Review: Focus on the Future



Liz Graetz  
AMI Councillor  
Queensland

### Marketing Twenty-Two and Beyond Australian Marketing Institute Annual Conference 19-20 October 2011, Sydney Hilton

The challenge of future-casting was met at this year's AMI national conference. The retail panel discussion declared there wouldn't be a recession in 2012 (Tim Burrowes with Dr Colin McLeod, David Rumbens, Dean McEvoy, Ian Alwill, Jennifer Cook and Kelly Baker-Jamieson). However, David Rumben highlighted that Australians are saving more and people have less job confidence. David Chalke described an unsettled Australia, but reminded us that there are opportunities in uncertain environments; anything that makes people feel they are back in control will succeed. Mark Ritson hit it hard, saying there's no recession, just strong brands and weak brands (see Zara's Australian success).

The message...marketers need to shape up or be overtaken by faster moving companies. Jarther Taylor showed that many CMOs feel unprepared for today's complexity and we need to better deliver value to customers as individuals. The 16-week campaign development timeframe is dead as smart business responds to the immediacy of demand (Andrew Murrell). Nick Adams, argued that marketing is neither art nor science but business and a foundation of repeatable processes is key. Rod Grigson's advocacy for automation, delivering better campaign and resource management, is one smart strategy. So to is gaining a full picture of a business to enable a seamless contemporary experience, with design a core driver (Hans Hulsbosch).



The panel discussion prioritised customer experiences and challenged the meaning of loyalty. As women form 80% of consumer purchases, Linda McGregor recommended marketing that 'gets' women's values around people and connections. Rhys Hayes discussed 'curating' individual experiences and using digital dashboards for real-time customer insights.

Dr Colin McLeod explained consumer dissatisfaction with the gap between 'green' intentions and action, and the role for brands around education. In balancing risk-taking with market responses, Sally Loane highlighted the value of public affairs working hand-in-hand with marketing.

There was more debate than usual around social media and Bruno Fiorentini Jr said we need a real objective to get involved. Scott Doughty's research showed that a Facebook 'like' is not permission to market- stay in touch but don't over communicate. Brands need to create experiences and change the way they communicate in this space (Stuart Bartram). Mobile strategies were emphasised with rapid uptake in their use as decision-making tools (Scott). As for TV, Michael Branagh argued that digital is liberating consumers, providing flexibility that shouldn't be overlooked.

Mark Veyret set the scene for proactive strategies for the future: we need to think differently as companies like Lego show that 'innovation comes from everywhere'. Co-creation, he said, makes change happen. To echo Bruno's message, context, not content, is king - and our response to the future is seeing everything through the customer's lens.

*Liz Graetz is a multi-disciplinary communications and marketing practitioner across a range of industries, skilled in helping businesses develop and deliver practical communications strategies that take advantage of online and offline communication channels.*



## Increase your Skill Set via the 2012 Workshops Program



There is no doubt that keeping ahead of the latest thinking in marketing and management is an increasingly important role in today's competitive marketplace.

Marketing and communication professionals play a crucial role in creating value for business through promoting brands or services, generating organisational value and strategic direction.

We are pleased to launch our 2012 Workshops Program which includes 4 new topics!

### Advanced Workshops Program

The 2012 Advanced Workshops deliver relevant, impactful and challenging sessions for experienced middle to senior marketers and management that reflect the changing local and global workplace. A key new workshop topic that has been introduced for 2012 is: *Social Media Strategy* – which covers the latest approaches for developing social media business strategies.

We have secured high caliber senior industry professionals with both domestic and international consulting experience. New to the program in 2012 is the experienced facilitator and educator, Beth Powell, while the leading international presenter, Prof. Don Schultz will again be presenting a high level workshop. The aims of this program are to be highly engaging and interactive while utilising the most current materials.

### Foundation Workshops Program

The 2012 Foundation Workshops are designed for people working in marketing related areas and marketers who would like to broaden or refresh their skill set. Three new workshop topics have been added this year, which are: *Principles of Marketing Budgets*, *Principles of Online Writing* and *Principles of Service Design*.

Workshops can also be customised for your organisation. Working with industry experienced facilitators; a tailored workshop can be developed to suit an organisations key learning requirements.

These workshops could form part of an induction program for new staff, provide professional development for current staff or support key stakeholders working in related business areas to extend their knowledge of marketing or communications.

To ensure that the 2012 workshop program is accessible to members nationally, a 50% discount rate is available for Australian Marketing Institute members who wish to attend a workshop not scheduled within their home state based on the 2012 scheduled workshop calendar.

**Register three of your staff for one of these workshops and a fourth staff member can attend free of charge!**

For further information about the workshops, visit the Advanced Workshops website page or Foundation Workshops website page.

Alternatively, please call Membership Services on 1300 737 445 email [events@ami.org.au](mailto:events@ami.org.au) or visit our website at [www.ami.org.au](http://www.ami.org.au)





## Member Benefits: Professional Indemnity Insurance



### Ground-Breaking Insurance for Marketers Professional Indemnity Initiative Launched

The Institute has negotiated a Professional Indemnity Master Policy, through Austbrokers Countrywide, which is exclusive to members.

**Australian marketers are being afforded a new level of professional protection.**

Designed to underpin the value professional marketers provide to the business, a ground-breaking insurance scheme will commence from November 1, 2011. The introduction of the Professional Indemnity Master Policy is seen as a further professional milestone for marketers with cover being automatic for current financial members of the Australian Marketing Institute based on certain conditions.

#### Who does the Australian Marketing Institute Professional Indemnity Master Policy cover?

All Financial Members of the Australian Marketing Institute (AMI) based within Australia. The policy will provide cover to:

1. AMI members who are employees in the event that they do not have other insurance cover which protects them against an unmeritorious allegation of professional negligence.
2. AMI members who are consultants and generate gross fees of up to \$250,000 annually from marketing advice services. The cover is extended to both your legal entity (company) and all employees and Directors working for and on behalf of that company.

If you are an AMI member operating a consultancy business which generates over \$250,000 in gross income there is no cover under the Master Policy. You need to contact Austbrokers Countrywide for a separate quotation under the AMI Professional Indemnity facility where exclusive discounted rates are available to all members.

#### What professional activities does the Professional Indemnity policy cover?

The policy will cover liability of Financial Members arising out of Marketing Consultancy, including but not limited to:

- Marketing advice
- Strategic Marketing and Planning
- Advice about and the conduct of Market Research
- Advice about Advertising
- Advice about Brand and Product Management
- Advice about Public Relations

The policy will not cover non-marketing advice activities. Examples are management consulting, human resource consulting, recruitment services and product procurement and management.

These and any other advice activities unrelated to marketing need to be referred to Austbrokers Countrywide for assessment of your broader coverage requirements. For more information on the Professional Indemnity Insurance Master Policy, please click [here](#)

#### For All Your Insurance Needs

AMI members have access to a range of discounted insurance products from public liability, business insurance, corporate travel to income protection insurance policies. Please Click [here](#) for details

#### About Austbrokers Countrywide

Since beginning in 1952 as a general insurance broker, Austbrokers Countrywide has evolved over the years into an integrated financial services provider, working with clients and understanding their insurance needs. Austbrokers Countrywide has access to local and overseas markets to assist with the placement of clients' insurance needs.

#### Contact Details

For further information or to obtain an obligation free quotation, please contact Austbrokers Countrywide:

Phone: 1800 245 123  
Email: [info@abcountrywide.com.au](mailto:info@abcountrywide.com.au)

Note: Please ensure that your AMI membership number is quoted for authentication purposes. Unsure of your AMI membership number? Please contact AMI Membership Services on 1300 737 445

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Winners > Details, Campaign Summaries and Judges Comments

## Congratulations to all the winning entries for the 2011 Awards for Marketing Excellence

2011 saw a number of products and services vying for Australia's top marketing award. The professionalism of the strategies and entries this year impressed the judging panel – making the choice of Marketing Program of the Year a difficult but enjoyable one.

The diversity of the entries was amazing. We had many of Australia's most recognised brands both in B2B and B2C markets putting in extremely professional submissions. However one gladdening aspect of this year, was the number of high quality entries from many smaller brands – taking the fight to the larger organisations on a region by region basis with innovation and enthusiasm. We hope that trend will increase in the future as marketing professionalism does not have to correlate to the size of your budget.

Last year saw many organisations adapting to, or taking account of, changed market circumstances as a result of the GFC. This year, it was interesting to see a renewed feeling of market optimism – a willingness to try innovative strategies on one hand, but in a professional and structured manner.

The use of metrics both in the objectives and achieved outcomes was a stand out point in all category winners this year. This is an important feature of all entries as we are well passed the era of big ideas for big ideas sake.

We are seeing is the willingness to take traditional marketing tools and push the boundaries that bit further to gain that market edge. Be it in PR, loyalty programs, sales force incentives, on-line or branding it shows that there is always the opportunity for a fresh approach.

What we also found exciting, was the willingness to go out on a limb with non-traditional media in some very conservative industries...to try to achieve creative breakthrough against competitors who continued with a 'more of the same' strategy.

So what set apart the winners this year? In our opinion there were 4 key factors:

1. Professionalism of their approach to problem solving: they recognised the market problem was a symptom of a consumer problem and used research to isolate the key issues and the hot buttons that needed to be pushed to achieve a major turn around
2. Integration: the better entries were able to seamlessly integrate the various marketing tools in a manner that was clearly focussed on the outcome
3. Effort: nothing in marketing comes easy. There was a real attempt to go the extra mile to ensure that the program was executed in a highly professional manner
4. Inspiration: no matter how good your strategy is, unless there is a great idea that separates you out from the marketplace, you are not going to get noticed.

A big thank you to all individuals to took the time and effort to write up your case study entries. And congratulations to all winners – it is well deserved. We are proud to be associated with what is happily a dynamic and innovative profession.

Finally, thank you to my co-judges Kathy Hatzis and Jaci Burns for the many hours they have put into the judging.

Paul Blanket.



Winner > Sir Charles McGrath Award

## John Roberts

Professor of Marketing, Australian National University and London Business School

John Roberts is a Professor of Marketing at the Australian National University and the London Business School. He completed his Ph.D. and M.Sc. at the Massachusetts Institute of Technology after a Master of Commerce and honours Arts degree at the University of Melbourne, where he played Interschool Rugby; was Convenor of Australian University Chess; served as National President of the Australian Liberal Students Federation; and graduated as a Pilot Officer from the Victorian University Squadron.

John has many years senior management experience as a market research manager, marketing operations manager, and marketing director. The company that he founded, Marketing Insights, became a regional leader in marketing strategy advice. It is now a part of Nielsen Research, the world's largest market research and analysis firm. John sits on the Advisory Boards of the Chief Marketing Officer Council (Palo Alto), Marketing NPV (Philadelphia), the Brand Management Institute (Hamburg), and the Centre for Advanced International Marketing (Tilburg).

John has won the American Marketing Association's John A. Howard Award for the top Doctorate in the U.S., its William O'Dell Award for the most influential research published in the *Journal of Marketing Research* five years previously, and its Advanced Research Techniques Forum Best Paper Award. He has been a finalist in the Society for Marketing Science John D Little Award three times and Runner-Up in its Best Marketing Practice Award twice. John sits on the Editorial Boards of the *Journal of Marketing Research*, *Journal of Forecasting*, *Marketing Science*, *International Journal of Research in Marketing*, and many other journals.



*Professor John Roberts accepting the Sir Charles McGrath Award for Marketing Excellence*



# MARKETING UPDATE

NEWS FROM THE AUSTRALIAN MARKETING INSTITUTE



AWARDS FOR  
MARKETING  
EXCELLENCE



Winner > Certified Practising Marketer of the Year

## David Redhill

Partner and Chief Marketing Officer, Deloitte Touche Tohmatsu

David Redhill has worked in branding, marketing, and journalism since the early 1980s while living in Australia, Europe and the US. His work has been published in international journals including the Financial Times and Creative Review (UK); The Australian and Sydney Morning Herald (Australia); La Vanguardia (Spain) and the New York Times. David's career includes stints at PWC; Landor; iXL; and BEA Systems. He is currently a partner and Chief Marketing Officer with Deloitte Australia, and a member of Deloitte's global brand council.



*David Redhill accepting the Awards for Certified Practising Marketer of the Year*



Winner > Brand Extension

## Mater Health Services

Mater Mothers' Private Redland: It's the Little Things that Mean a Lot



### Campaign Summary

Mater Private Hospital Redland (MPHR) was established as an extension of the mission of the Sisters of Mercy to provide quality health care services for the people of the Bayside region. The hospital provided obstetric services with limited success for a number of years before the hospitals Executive Committee made a commitment to turn the service around.

The Mater marketing department created a marketing plan to reposition maternity services at the hospital within clearly defined target markets. The lynchpin to the plan was aligning the maternity services at Redland as an extension of the quality, care and trust that had been developed through Mater Mothers' Hospitals at South Brisbane for the past 60 years.

With a budget of only \$175,000 the plan included creating a physical space for the service, enhancing the services for the patients and their families, extending Mater's already strong maternity brand to Redland and communicating the changes to key target markets. As a result the new Mater Mothers' Private Redland was officially launched in March 2010. The plan was executed within budget with an increase in patient numbers of 36% and \$700,000 in revenue for the hospital in 9 months.

### Judges Comments

Mater was established as an extension of the mission of the Sisters of Mercy to provide quality health care in the Bayside region. This included obstetric services predicated on the notion that many of the private obstetricians who conducted work at Mater Mothers' Hospital at South Brisbane would attend. For a variety of reasons this did not occur.

The facility was rebranded and repositioned linking the service as an extension of the quality, care and trust that has been developed through Mater Mothers' Hospital at South Brisbane for the past 60 years. Mater identified a clear target market, developed a clear strategy and a complex communication plan that addressed all stakeholders. The plan provided for equity building (as distinct from obtaining quick sales) and sought to build the brand as an asset. The plan is deemed to be a sustainable, long term plan, strategic opportunity rather than tactical with outcomes being measured and defined. On the downside, ROI was not measured (although pre and post income was clearly shown) and outcomes were not measured against clear, measurable objectives. In fairness to Mater, these are weaknesses shown displayed in many entries.



*Ieuan Hyde, Chief Marketing Officer, Mater Health Services, accepts the award in the Brand Extension category.*



Winner > Brand Revitalisation

## George Patterson Y&R and Arnott's Wagon Wheels: Reinventing the Wheel

### Campaign Summary

This is the story of how we made ageing icon Wagon Wheels desirable to a new male audience, through tapping into a cultural trend of reinvention and linking this to the brand's idiosyncratic and unchanging nature. We reinvigorated an unloved fan base and kick-started conversations in social media, galvanising support.

Collaboratively with our audience, we've secured pride of place for Wagon Wheels again, gaining 1,700 incremental distribution points (a massive 70% growth), securing a valuable new petrol and convenience channel for Arnott's outside grocery. The product sold out for the first time in many years and baseline sales continue to grow.

### Judges Comments

This entry demonstrates the importance and value of consumer insights and target group engagement to ensure relevance and effectiveness in the development of an integrated marketing communication strategy. The challenge: to revitalize an ageing icon Wagon Wheels, particularly at a time when major retailers were squeezing brands, to appeal to a new, "young male snackers" audience, to gain additional distribution points and prominent shelf facings. Consumer research targeted the demographic of males 18-25 years and included home visits, observations and conversations with students at a university campus to find out their snacking, musical and cultural preferences.

Consumer insights underpinned the development of a well integrated marketing communication strategy encompassing social media (Facebook, Twitter, viral videos), outdoor advertising, print media, and point of sale to reach new target markets, gain new distribution channels and retailer support and foster excitement and engagement with users.

In addition, the target audience was invited to participate in a promotional game to reinvent Wagon Wheels at [www.wagonwheels.com.au](http://www.wagonwheels.com.au). A product innovation team was created as the vehicle for message delivery. Prizes for outstanding inventions included Donkey Kong games, Star Wars memorabilia and a calculator watch. Facebook fans grew substantially resulting in a current loyal fan base of 17,600. Hype videos were created to sell the campaign internally and externally to retailers. Distribution outlets increased by over 70% over nine months. And petrol and convenience store sales of "Wagon Wheels" increased more than 50% over the baseline.



*Moensie Rossier, Planning Director for Arnott's, GPYR, accepts the trophy in the Brand Revitalisation category.*



Winner > Consumer Insight

## MediaCom

### Alienware Clan Challenge

#### Campaign Summary

Dell's Alienware machines are the best gaming systems available. When launched, their M17x was the fastest laptop in the world. We needed to convince a niche target audience who spend all their time gaming rather than consuming media of the machines' value. Through detailed qualitative research, we unearthed insights that led us to one of the most successful campaigns ever in the Australian gaming category.

Our campaign encompassed online advertising, in game advertising, events, PR and content production to create real advocacy for Alienware. We created Australia's most talked about gaming tournament, the Alienware Clan Challenge, the finals of which took Australian eSports tournaments to a new level. We supported the gaming community through the introduction of free gaming servers for the most popular online PC games. We increased sales of Alienware machines by 66% and generated PR from the tournament valued at over \$500,000.

#### Judges Comments

This successful contemporary entry clearly demonstrates how Consumer Insights can be utilised to effectively create real value for Dell. The judges were impressed that Dell conducted their research 'in-house' using an 'on-line forum' - appropriate to the target audience who spend most of their time 'on-line gaming'. A key insight is that gaming is very sociable, and that groups of players work together as a team against other teams or clans in 'clan battles'. The highly successful 'Alien Clan Challenge' the biggest tournament in eSport gaming in Australia, is the result of this research. Understanding the Consumer Insights and effectively utilising them, underpins Dell's success in this campaign. The judges commend the professional approach adopted by Dell in this insightful and clearly sustainable campaign, and also for the clarity and execution demonstrated in the submission.



*David Templeman, Culture and Insights Director, and Catriona Muspratt, Head of Culture and Insights, MediaCom, accept the trophy in the Consumer Insight category.*



Winner > Corporate Social Responsibility

**IP Australia**

Dream Shield

### Campaign Summary

Ideas are powerful. Great companies are built on inventions, brands and designs, but without intellectual property (IP) protection a competitive advantage can be easily wasted. Indigenous Australians aren't taking full advantage of the intellectual property system. Dream Shield is about bridging this gap through culturally relevant communications, distributed to the right audience via the most appropriate channels. World class case studies in print, audiovisual and online resources reach our target audience via Indigenous television, radio, and websites along with face to face support from Indigenous agencies and business councils. As part of IP Australia's public education and awareness program, Dream Shield is a stand out contender for the Corporate Social Responsibility award.

### Judges Comments

Entries in this category were again pleasing in the range of companies and projects where companies and corporations have stepped outside their core role to meet community challenges and address social needs. While several of the entries were about innovative and professional marketing to raise funds for very worthy causes, the two leading entries Dream Shield from IP Australia and Life Training from VLine were about delivering community outcomes. Dream Shield impressed judges because it clearly identified and important social issue, demonstrated how IP could help this particular community, identified the audience it wanted to reach and developed culturally relevant messages and delivery for this community. This use of good professional marketing principles made it a worthy winner amongst several entries which also showed good marketing and excellent community and social contributions.



*Anthony Peterson, Senior Project Officer, IP Australia, accepts the award in the Corporate Social Responsibility category.*



Winner > Education

## Australian School of Business at the University of New South Wales Knowledge@Australian School of Business

### Campaign Summary

The ultimate branding challenge – building a brand for a new business school in a mature, crowded and highly competitive global market for business education. As one of the newest business education brands in Australia, UNSW’s Australian School of Business (ASB) has faced this challenge. ASB needed to build brand awareness and competitive differentiation, and deepen engagement with a range of stakeholders. One aspect of ASB’s response was to launch Australia’s first research-based business website, Knowledge@Australian School of Business (K@ASB) ([knowledge.asb.unsw.edu.au/](http://knowledge.asb.unsw.edu.au/)).

K@ASB analyses, interprets and translates current business issues, academic research and government policy. It keeps readers up to date with the latest management thinking and business trends. In its first year K@ASB secured 47,515 subscribers from 88 countries. K@ASB is the 6th most popular source of business information for readers – ahead of 21 other online business information sources from Australia and overseas. In its first year K@ASB has increased the global visibility of the Australian School of Business at UNSW with over 135,525 unique visitors, over \$110,000 worth of comparative media value, and just under half a million page views by visitors from 192 countries.

### Judges Comments

In the Australian Marketing Institute’s Education Awards category, the strategic outcome of the winning entry is probably the strongest, with great potential to capitalise on the Wharton connection in the future. UNSW has made innovative use of the partnership with Wharton and effectively used marketing channels on a restricted budget. Objectives are easily identifiable and measurable and good metrics show pleasing results with very positive outcomes.



*Accepting the trophy in the Education category are James Lew, Marketing Manager, Sophie Lewis, Media Coordinator, and Alayna Peters, Marketing Project Manager, Australian School of Business.*



Winner > Experiential and Brand Experiences

## Yellow Pages

Hidden Pizza Restaurant

### Campaign Summary

Yellow Pages needed to convince small businesses that people still look for them via Yellow Pages. We built a business, a pizza restaurant, hidden down an alleyway, in a basement and only advertised in Yellow Pages. Our incentive, give a free pizza to anyone that found it. In just two weeks, 8,000+ people found the Hidden Pizza Restaurant – 71% by using Yellow Pages. Our results were released through a fully integrated campaign. The message – put your ad in Yellow Pages and be found. Since the launch, there's been a 23.5% increase in new business leads in the first week of the campaign being on air.

### Judges Comments

The “Hidden Pizza Restaurant, Sensis Yellow Pages” entry was seen by the judges to be bold, a fresh idea, innovative, simple and effective. The campaign effectively engaged consumers, drove a call to action that delivered a brand experience for participants, and enabled Yellow Pages to build on the stunt to become an effective integrated advertising and promotional campaign. As a print medium, in an evolving digital environment, this was a real challenge for Yellow Pages - which they boldly set out to conquer, and successfully did engaging consumers and advertisers – delivering a brand experience in a participative experiential manner.



Winner > Green Marketing

## Republic of Everyone (for client Garage Sale Trail) Garage Sale Trail

### Campaign Summary

The Garage Sale Trail is a sustainability communications campaign to generate awareness of collaborative consumption, drive local engagement and foster lasting change in community behavior across Australia. The program's main objectives included reducing waste & landfill, facilitating redistribution, stimulating local economy and community and having fun.

While the campaign is run by Darryl Nichols (founder, Garage Sale Trail), Andrew Valder (Rodriguez), Ben Peacock (Republic of Everyone) and Matt Perry (Republic of Everyone), it's really a monstrous collaborative effort. In 2011, over 60 partners helped contribute to its success, including News Limited, Network TEN, Vodafone, Stockland, LJ Hooker, City of Sydney, Sustainability Victoria and Zero Waste South Australian. And of course, countless people round Australia. Using creative assets and network technologies developed by Republic of Everyone, partners leveraged the Garage Sale Trail in professional networks and peer-to-peer communities.

The result? Collaboration, redistribution and social connectivity.

- 1,613 registered garage sales
- 77,259 shoppers
- 72,585 items redistributed
- 49,591kg saved from landfill
- 9,742 new community connections
- National reach figure = 68million+

All in all, Garage Sale Trail proved that junk does have value, sustainability works best when it starts in our own backyard, and the only thing more fun than buying new stuff is selling old stuff.

### Judges Comments

*"Sustainability works best when it starts in your own backyard."* The work done by Republic of Everyone on the Garage Sale Trail was a standout in this category.

From the perspective of a Green Marketing Campaign it was a beautiful piece of work – having the perfect look and feel, and emotive tone to connect with its audience; fully and consistently integrated through all mediums; and achieving relevant, significant outcomes. These factors made the campaign a winner, what makes it a standout is what it represents to the marketing industry. The Republic of Everyone is an agency that leads by example in their field; they espouse the importance of sustainability and live it through their work. As such they also know the power and importance of community and how in a globally connected society they can bring about significant change by starting at the grass roots.



*Matt Perry, Director, Republic of Everyone and Darryl Nichols, Garage Sale Trail, accept the trophy in the Green Marketing category.*



Winner > Incentive Marketing

## Seven Network and Synchro Marketing

Seven Network 'Magnificent 7'

### Campaign Summary

The Issue Seven Network's challenge was to maintain advertising sales volume status while increasing advertising revenue Market Share premium over audience Ratings.

The key issues:

1. Greater communication and ownership of revenue objectives
2. Continued focus on the drivers of business success
3. Retention of Key Sales and Support Staff
4. Personal Recognition and Reward for achievement of Incentive Program targets

The Solution: 'The Magnificent 7' Incentive Marketing Program rewards Seven's Sales and Sales Support Personnel (201 participants).

The Results: Over 75% of participants visit the Website monthly. Seven achieved an average revenue share of 40.30% - significantly higher than its ratings share (and of course that of its competitors).

Key Outcomes: Seven Network ranked Number 1 in Australia for advertising sales volume. Importantly Seven's % of Advertising Revenue is greater than its % Audience Ratings. Unwanted staff turnover has also significantly reduced, with independent analysis revealing a cost saving of over \$500000.

### Judges Comments

The Incentive category had only a small number of entries and the majority of the entries were of a high standard which made it difficult to pick a winner. The winning entry clearly identified the issues and focused on the drivers for business success which enabled the company to maintain advertising sales revenues and retain key sales and support staff. Synchro Marketing developed an incentive program for Channel Seven called the 'Magnificent Seven'. The program created a reward structure that focused on National and State Market Advertising Revenue. Cash incentives were offered to sales people who achieved the objectives. These reward dollars could be exchanged for merchandise. Staff were able to monitor and track their progress electronically to provide transparency. The program was designed to be able to be run

long term and included the option for Managers to realign their subordinates' focus throughout the year as market conditions were changing. The result of the program was that every sales person was appraised monthly by their manager and the program impacted positively on staff retention. The financial results were impressive with Seven achieving an average revenue share of 37.9% vs Nine Network's 33.2% and TEN Network's 28.9% in a mature and competitive market. The result is more impressive when placed against audience rating share for the same period, with Seven achieving earnings 1.6% greater revenue than its audience share. The judges were impressed by the long term commitment to the program and an independent customer perception survey showed a direct correlation between above average customer satisfaction rankings and 'Magnificent 7' performance results. The entry was well structured and addressed the judging criteria well.



*Trevor Barkway, Managing Director, Synchro Marketing, accepts the award in the Incentive Marketing category.*



Winner > Internal Marketing

## Deloitte

### Deloitte Fantasy Football

#### Campaign Summary

Deloitte Fantasy Football (DFF) was an online competition initiated by Deloitte Australia and held from 11 June – 11 July 2010 in parallel with the 2010 FIFA World Cup's staging in South Africa. DFF was open to anyone inside Deloitte and externally to participate in. The initiative became the largest event in Deloitte's global history in terms of online participation and geographical spread, connecting people from all levels of government and business, as well as family members of Deloitte employees and others, in over 70 countries. DFF was the only competition of its kind within Deloitte's competitive set, and attracted employees of competitors, and through them, their clients, to a Deloitte-branded website, succeeding through a combination of conventional brand communications and 'ambush' marketing.

DFF's social media strategy further increased viral participation for the competition, generating publicity for Deloitte's brand and personally engaging stakeholders by promoting their teams, celebrating the cultural diversity, and increasing the sense of family across our global network. DFF also helped grow our client database and deepened our relationships within the global client and talent communities. DFF introduced the Deloitte brand to new audiences and enhanced it with existing contacts by engaging them in an compelling, innovative way.

#### Judges Comments

Deloitte Fantasy Football successfully created internal engagement across a global network of firms to reinforce unifying cultural principles such as "Play to Win - Think Globally". The concept reached the broader family of the firm's clients and comfortably straddled geographic and cultural boundaries. Relationships at a number of levels were strengthened and the game generated significant traffic to the firm's digital platforms. Most importantly, the concept is highly cost efficient and lends itself to longer term development and reinforcement of the firm's brand values.



*David Redhill, Partner and Chief Marketing Officer, Deloitte, accepts the trophy in the Internal Marketing category.*



Winner > Loyalty Programs

## Inspirations Paint and Colour The Colour Clique Loyalty Program

### Campaign Summary

After a brand relaunch from 3D to Inspirations Paint & Colour in 2007, Inspirations, a leading retail paint franchise, with 32 years in the industry, reviewed its 17 year old loyalty program. The program was experiencing a decrease in applications, an increase in customers unsubscribing and a lack of customer value. With no mechanic for capturing sales data, it was expensive to administrate, providing little evidence of return on investment to franchisees. To shift negative perceptions of the program and to align with the new Inspirations brand, a new program was developed to achieve loyal, more profitable customers for franchisees and to motivate and reward staff to be advocates for the program. The financially sustainable program "The Colour Clique", launched in early 2008 with a membership fee of \$25 in exchange for multiple customer benefits. Through an integrated marketing mix of direct mail, e-marketing, in-store signage, internal and incentive marketing, the results of the program have been beyond expectations over the three years since launch. The new program has seen sales and memberships increase year-on-year, growth in store participation, store involvement and communications outcomes. Inspirations is committed to further developing and enhancing the program in line with the business' other one-to-one marketing initiatives.

### Judges Comments

The judges recognised this as an extremely well thought out program, with clear objectives, key metrics to validate success, and a methodical approach to the marketing challenge it solves. The solution addressed significant participation and ongoing behavioural issues of customers within an existing loyalty program. It also achieved greater support from a broader population of key internal stakeholders and staff, in a franchisee network operation. The strategy included the bold decision to charge new and existing program participants a joining fee, where participation

was previously free and more importantly - the strength and conviction to stick with this strategy when store participation numbers initially dropped. A commitment that underpinned the successful transformation of the program to one that is commercially viable, and sustainable in the longer term. The overall results are equally impressive; with increases across the board - in membership numbers, average transactions per member, repeat purchases, and ultimately franchisee participation, which rose from 74% of franchisees to 95% - and all participating stores exceeding membership sign up targets. Although not part of the scoring criteria, the presentation of this entry was equally as impressive as the Issue - Solution - Results - Outcomes it reports, further demonstrating the commitment and capabilities of those involved. Congratulations! This is a 'best practice' entry in every way.



Accepting the trophy in the Loyalty Programs category is Joel Goodsir, National Marketing Manager, and Aleasha Davies, Marketing Manager, Inspirations Paint & Colour.



Winner > Marketing Communications (Business to Business)

## CSC

### A Rising Tide of Expectations

#### Campaign Summary

Although CSC is the world's largest health systems integrator, until just two years ago, CSC had no credentials in the health sector in Australia. When the Australian Federal Government announced its intent to introduce Personally Controlled Electronic Health Records for all Australians, CSC Australia saw an opportunity to bring our global credentials to Australia and work with the Australian Government on this landmark initiative. Our vision was clear - to become Australia's preferred health systems integrator. Although we had no local credentials, we were confident that an increase in brand awareness amongst key decision makers in Government would give us a seat at the table and inevitably help us win new business in the sector. The following submission details how CSC used Marketing Communications b2b to drive awareness of CSC's credentials in the health sector in Australia. Today, CSC is sought after by the Government, media, analysts and peak health industry associations for comments and advice on eHealth. Most importantly, the Australian Government is now aware that CSC is ready to deliver a national eHealth reform program for all Australians.

#### Judges Comments

"The key to our success was our clarity on our objective."

This statement summed up why CSC's submission stood out from a strong field of highly professional B2B marketers. What CSC was able to demonstrate is how an organisation can build brand credentials in a B2B market using a sophisticated, integrated marketing communications campaign.

CSC recognised its core problem - how would it win major government contracts with no credibility in the local market place? In setting about solving that core problem, they executed a single-minded strategy using such techniques as appointing a

brand ambassador, commissioning then leveraging research that clearly stated the market opportunity, creating a brand image that hit all the 'hot buttons' for the potential clients, built themselves into a position as the key industry information source and utilised all relevant key media that would create and enhance their brand image.

From a position prior to the campaign where they had no market credentials in Australia, CSC was able to become the recognised authority for eHealth in the Australian market. The net result was the ability to win major eHealth contracts from Federal and State based Health Departments. A worthy winner.



*Accepting the trophy in the Marketing Communications, Business to Business category is Shelia Dhillon, Head of Corporate Affairs, CSC.*



Winner > Marketing Communications (Business to Consumer)

## Soup

Improved Customer Service. Spreading the Word.

### Campaign Summary

Australia's largest bank – CBA – had a challenge. The bank had overhauled its customer service which was extremely well received by customers. Despite the glowing reviews of the new customer service experience, there was a lag in the independently measured customer satisfaction survey of all the banks. The CBA needed to close the gap between the reality –great customer service – and the perception – a general view that all the banks are the same based on outdated, and possibly negative experiences. In enlisting the help of Soup, the bank was able to use its panel of influencers to help spread the word about the improved customer service experience CBA now offered. Soup's involvement at the coalface of customer experience saw 19,373 people switch accounts to the CBA – as a result of the influencers experiences and the net effect of their conversations – with a projected overall value returning Commonwealth Bank 30 times their campaign investment costs over three years. According to the Roy Morgan data, CBA customer satisfaction levels rose consistently over the six month campaign period by 2.2 percentage points overall. The gap between the CBA and marketleader ANZ was reduced by one percentage point, seeing the CBA as close to the marketleader position since tracking began (2006).

### Judges Comments

In a very popular and keenly contested category, Soup's fresh approach to cleverly employing 'word of mouth' marketing to lift Commonwealth Bank's long standing perceptions secured it a ready place among the finalists.

What tipped this entry over the winning line was the astounding business results it achieved – over 19 000 people switching to the Bank accompanied by a tangible shift in customer satisfaction scores. In an era where only its digital avatar (i.e. social media) is mostly talked about, it was refreshing to see classical 'word of mouth' marketing making such impact.



*Dana Ingster, Senior Conversations Manager, and Katie Palmer, Conversations Director, Soup, accept the trophy in the Marketing Communications, Business to Consumer category.*



Winner > Multimedia and Interactive

## BCM Partnership The Art of Shaping

### Campaign Summary

Shapewear is the fastest growing segment in the lingerie category. The category is cluttered with competitors such as Berlei, Fayeform, Nancy Ganz, Spanks, Playtex, Dr Rey, and more. As one of the last brands to come to the market, Triumph Shape Sensation shapewear needed to be different. In a world of endless choice and limited time, we need remarkable communication to get noticed. Today's world of ever-evolving multimedia and interactive products means there are now more ways than ever before to reach consumers. Triumph and their communication agency, BCM Partnership, recognised that this gave them the opportunity to present Shape Sensation in a way that was unique to the category. Using the power of social media, The Art of Shaping campaign was developed to find real women to become ambassadors for Shape Sensation. Hundreds of women from around Australia and New Zealand, of all shapes and sizes, across all age groups, participated in the campaign, eager to demonstrate how they had embraced their natural shape, and in doing so, compete to become one of the six Shape Sensation ambassadors.

### Judges Comments

BCM developed an ambitious strategy to enable Triumph to enter the cluttered shape wear category as a late comer. The barriers to entry were hurdled by changing the typology of how women's body shapes are defined, based on famous artists rather than fruits. The insight that women's body image and esteem could be lifted through re-categorising the way society defines the female body shapes, came through empirical research conducted by the agency, called The Shape Report, which directly drove the strategy.

The Art of Shaping strategy was implemented across multiple media platforms including; magazines, television, social media and public relations. However at the heart of the campaign was the website [www.artofshaping.com.au](http://www.artofshaping.com.au) which hosted a body shape quiz and interactive competition where users could identify their body shape and then submit a photo. Users could then garner votes for their photo via social media and the winners became the 'pin-up' for each of the classic artist body type categories. The campaign achieved excellence in both strategy and implementation, delivering sales, engagement and exposure results which far exceeded financial and communications objectives. Most importantly Triumph achieved a positioning outcome whereby they are perceived as an advocate in the positive portrayal of the female body shape and image.



*Accepting the award in the Multimedia and Interactive category is Marco Eychenne, Creative Director, BCM Partnership.*



Winner > New Brand and 2011 Marketing Program of the Year

## Simplot Australia Pty Ltd

### Quorn Creates New Category in Australia

#### Campaign Summary

Quorn is the brand name for high-quality vegetarian protein foods originating in the United Kingdom. Quorn foods are made with mycoprotein, from a nutritious member of the fungi family. This unique vegetarian protein has significant benefits over other vegetarian proteins, such as soy. It contains no cholesterol, and virtually no fat and unlike meat which has no dietary fibre, mycoprotein is a good source of fibre. Most importantly Quorn has a unique structure that gives it a "bite" and "chew" just like meat. This unique protein source is available exclusively to Simplot to market in Australia and New Zealand. Simplot investigated multiple brand options for launch before settling on Quorn. Quorn is a big brand and a household name in the UK, and has been around for 25 years with 100's of products in the range. However the brand was unknown in Australia, so the Quorn launch is a case study of creating, launching and building equity in a new brand. The launch required early understanding of consumer and retailer motivations, and then matching the offer to those needs and wants. As a result, Quorn has nearly doubled the frozen vegetarian segment, taken market leadership within 3 months of launch and created a brand new category - Frozen Health.

#### Judges Comments

The vegetarian foods category in Australian Supermarkets is small, but growing strongly, in line with increasing consumer interest in healthy foods. Research indicated that consumers are looking for convenient, healthy foods. They want to reduce their meat consumption for health and wellbeing, however current vegetarian products are perceived to lack quality and taste.

The solution required development of a complete consumer offer and this came in the form of Quorn, a well known brand in the UK which is made with mycoprotein, from a nutritious member of the fungi family. Simplot's

submission outperformed the average of all other category entries across all criteria and this included comprehensive research during the development phase. Quorn has been positioned to take account of its superior product benefit; high quality vegetarian protein that tastes like meat. This is reflected in packaging and all forms of marketing communication to all stakeholders. This product is a sustainable and strategic entry and not simply a short term opportunistic venture. The entry has nearly doubled the size of the frozen vegetarian segment and taken market leadership within three months of launch. ROI was not measured and this was one of the few weaknesses in this, and other, entries.



*Amanda Mortensen, Senior Brand Manager, Innovation and Projects, Simplot Australia, accepts the trophy in the New Brand category.*



Winner > New Product/Service Launch

## BOQ - Bank of Queensland

We're the Bank with Products LIKE NO OTHER!

### Campaign Summary

This is the story of a 2 pronged approach to drive new account sales and shift at least part of the game away from 'price' in a category dominated by big bank advertising. This is also a story where product advertising is particularly artful. With two new products not only contrived, named and launched in quick succession but targeted with precision. The result is a ROI of \$14 for every \$1 spent on marketing and a 25% increase in the rate of customer acquisition as BOQ goes on a mission to get noticed as the bank with products like no other!

### Judges Comments

The majority of entries were of a high calibre, but the bank of Queensland entry stood out by providing a well thought out and structured entry that clearly addressed the judging criteria. The issues were clearly defined and addressed the difficult situation of a smaller player in a competitive market place. The strategy was based on solid research and provided clear objectives. The solution of introducing two new products was well executed and showed creativity and created some controversy. The results were impressive and well ahead of the targets set. An increase of 500% in online applications showed that the campaign hit a tech savvy younger audience and independent research showed that the bank achieved a deposit growth that put it at No 1 of all banks.



*Accepting the trophy in the New Product/Service Launch category is Greg Abbey, Head of Brand and Marketing, Stella Papantoniou, Local Area Marketing Adviser, and Kent Madders, Marketing Manager, Bank of Queensland.*



Winner > Relationship Marketing

## Mater Health Services

### Mater Doctors Program

#### Campaign Summary

As a not-for-profit hospital network, functioning in a highly competitive market, Mater private hospitals rely on revenue generated by patient cases brought by private medical or surgical specialists. In turn, specialists rely on referrals from general practitioners GPs to bring patients to their practices. Building solid relationships between these two groups has become increasingly tough as specialists have adopted greater levels of specialisation within their chosen field of medicine making it harder for general practitioners to appropriately refer their patients. This issue is especially apparent with new specialist doctors who have no private market presence.

Traditional approaches to profiling new specialists to GPs have relied on paper and web based media which lack depth and do not promote conversation between the two groups. Mater Health Services implemented a face to face Relationship Marketing strategy, focused on promoting reciprocal communications between the two groups. This was underpinned by solid referral data and a thorough segmentation strategy to maximise their effectiveness.

#### Judges Comments

Mater's Marketing Department supported by their Medical Liaison Team, have clearly demonstrated that whilst utilising technology is vital to enable accurate segmentation strategy, face to face relationships - in this case referring GP's and specialist surgeons is essential to ensure that appropriate patient referrals and therefore 'increased patient care' were maximised.

The judges recognised the fact that this highly successful RM campaign was managed internally by Mater's marketing team selectively utilising insights from data available from existing referral records to determine a 'hit or target list' for the RM campaign.

The campaign was professionally executed, delivering an excellent financial outcome for the hospital. Collective revenue from the profiled specialists between May 2010 and May 2011 was \$2,994,892. The judges also liked the fact that this submission was well written, and with a cogent strategy and importantly, a demonstrable link between marketing objectives and measured, sustainable business outcomes. A worthy winner.



*Ieuan Hyde, Chief Marketing Officer, and Lisa Dibbs, Director of Marketing, Mater Health Services, accept the trophy in the Relationship Marketing category.*



Winner > Social Marketing

## Cancer Council NSW

### Fighting Skin Cancer with a Musical Sound

#### Campaign Summary

Australia has the highest rates of skin cancer in the world. Australian teenagers are a high risk audience and despite three decades of traditional media campaigns about skin cancer, they continue to exhibit poor sun protection behaviours. Cancer Council NSW developed an innovative social marketing campaign to improve sun protection behaviours among teenagers. Adopting a marketing focus ensured that the audience was at the heart of the strategy development and enabled a creative solution.

The Sun Sound is a friendly, musical reminder played at beaches and pools, prompting teens to protect their skin from the sun. The five Ps of commercial marketing were used to develop the Sun Sound as a comprehensive social marketing campaign. On a budget of \$100k we achieved:

- 41% campaign recall;
- 79% message comprehension; and
- A 38% increase in positive sun protection behaviour.

Cancer Council NSW has hailed the Sun Sound as a huge success and believes it marks a new era in sun protection. The Sun Sound has proven to be a sustainable community engagement initiative, received international recognition, led to exciting commercial partnerships and now expanded to over 50 locations in New South Wales.

#### Judges Comments

The large number of very good entries in this category demonstrated again how excellent marketing is very relevant to delivering social messages and social change. The judges were humbled that our profession is being effectively used to deliver reduced road fatalities, increased community volunteering, respond to the needs of flood and cyclone crises and engage communities in projects and behaviours for community well being. If the judges had to

decide only on the social value of what marketing has successfully achieved the task would have been impossible. The judges were impressed with the marketing excellence of the Sun Sound marketing program because it

- used sound market analysis to target a clearly identified audience,
- used innovation in the way it would influence the target group,
- used media and technology effectively with the market,
- had a comprehensive well presented marketing mix as part of its solution, and
- measured its impact.

Possibly more than most entries it looked at the outcomes of the program to learn how the program had impacted the audience and its objectives and used this to deliver flow-on effects and a sustainable use of the program "solution" the Sun Sound.



*Jackie McIver, Team Leader Youth Campaigns, Skin Cancer Prevention, Cancer Council NSW, accepts the trophy in the Social Marketing category.*



Winner > Sponsorship

## Qantas

### Qantas Grand Prix

#### Campaign Summary

Qantas was title sponsor of the 2011 Formula 1™ Qantas Australian Grand Prix. As Premier Partner, Qantas' aim was to generate a commercial return from the partnership as well as genuine brand awareness and engagement with a broad range of audiences. Aligning with a premium property such as Formula 1™ provided Qantas with the perfect opportunity to target key audiences including staff, Qantas Frequent Flyers, travel agents, commercial sales and customers with a number of tailored initiatives delivering value to their F1 experience. It not only cemented Qantas as a contemporary, premium and forward thinking brand but also reinforced its involvement and support of Formula 1™ racing in Australia. Overall based on the entire investment, Qantas' sponsorship initiative achieved a Return on Investment of \$22.50:1, evaluated by revenue plus brand exposure divided by cost.



*Kent Heffernan, Head of Brand and Advertising, Qantas, and Kate Aurel-Smith, Senior Account Manager, M&C Saatchi Sport and Entertainment accept the trophy in the Sponsorship category.*

#### Judges Comments

The 2011 Formula 1 Qantas Australia Grand Prix campaign, whilst being off a big budget was leveraged cleverly, effectively and in an integrated manner across all stakeholder platforms. The impactful and bold brand association between Qantas, Formula 1 and mark Webber provided credibility to the sponsorship.

The sponsorship successfully resulted generating not only a commercial return on investment from the sponsorship partnership, but also resulted in meaningful public relations leverage generating broad interest amongst all relevant stakeholders.



On behalf of the Australian Marketing Institute  
Board of Directors, State Councillors and  
Management Team we would like to wish our  
members all the best for the Festive Season and  
a very happy and safe New Year.

