

## Australia's top marketers acclaimed

THE Australian Marketing Institute's 2004 National Awards for Marketing Excellence were presented at a sellout gala dinner on 21 October as part of the institute's annual national conference. The awards program included the announcement of the winner of the Sir Charles McGrath Award for outstanding contribution to the field of marketing, and the presentation of the inaugural CPM Marketer of the Year Award.

### Sir Charles McGrath Award

Sir Charles had a distinguished record as a leading Melbourne and Australian industrialist, most notably as chairman of Repco, which was one of the catalysts for Pacific Dunlop. He was knighted for his services to industry and export. Since 1976, the Sir Charles McGrath Award has been presented to those who have made the most significant contribution to the field of marketing through sound business practice, development of the marketing profession, or wider industry achievements.

Past winners have included Peter Bartels, James Strong, Bob Miller, Bob Copp, Michael Gudinski, Kevin Luscombe, Maureen Plavsic, Geoff Dixon and Roger Corbett.

### The winner: Graham Turner, managing director, Flight Centre

Flight Centre managing director Graham 'Skroo' Turner was raised on an apple orchard near the Queensland town of Stanthorpe and later trained as a veterinarian at the University of Queensland. He moved to London in 1972, where he and friend Geoff Lomas, both of whom were working as vets, took their first steps into the travel industry in 1973 when they invested the equivalent of \$A1300 in an ageing bus and started operating budget double-decker bus trips around Europe, North Africa and Asia.

After an eventful start that company, Top Deck Travel, grew quickly and its success cemented Graham's future in the travel industry. Top Deck Travel had grown into a thriving business with some 80 buses by the early 1980s, when he returned to Australia and opened the first Flight Centre store.

Graham's involvement with Top Deck ended in 1986, when he and his colleagues sold the successful bus-tour business to management and devoted their full attention to Flight Centre. As the long-serving chief executive officer of the public company that grew from the small band of Flight Centre travel stores, Graham has since presided over a golden era of growth and prosperity for Flight Centre.

In the year to 30 June 2004, the company achieved record financial results, with pre-tax profit increasing 19% to \$121.3 million and total transaction value increasing 29% to \$5.9 billion. Since floating on the Australian Stock Exchange in December 1995, the company's share price has increased from 95c to \$19.11 at 30 June 2004.

Flight Centre is now Australasia's largest retail travel group with more than 1100 stores and 6500 employees in



*Graham Turner was not able to attend the presentation. The Sir Charles McGrath Award was accepted on his behalf by Keith Stanley, group marketing manager, Flight Centre. AMI national president Roger James looks on.*

seven countries—Australia, New Zealand, South Africa, Canada, the United Kingdom, the United States and Hong Kong. In April 2004, Flight Centre also formed a joint venture business travel operation in China.

Graham Turner was not able to attend the presentation. The award was accepted on his behalf by Keith Stanley, group marketing manager, Flight Centre.

### CPM Marketer of the Year

The CPM Marketer of the Year has been established to strengthen the position of the Sir Charles McGrath Award as a recognition of long-term service to marketing and long-term marketing achievement.

Accordingly, the Board now acknowledges the CPM Marketer of the Year from within the Institute's respected CPM members as a part of its commitment to the CPM (Certified Practising Marketer) program and its growing role.

### The winner: Iggy Pintado FAMI CPM, director of marketing, IBM Australia/New Zealand

Over the past 18 years, Iggy Pintado has held professional, management and executive roles in marketing, sales, administration and business operations with IBM in Australia and the Asia-Pacific region.

In April 2000, Iggy was appointed into his current position as director of marketing, IBM Australia/New Zealand, reporting to the CEO, IBM Australia/New Zealand. He is directly responsible for all aspects of marketing, including the development of business marketing strategies, market and competitive intelligence, brand and demand generation

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campaign plans, channels distribution planning and marketing operations.

In 2003, IBM Australia outperformed the market by recording an 11% lift in revenue to \$3.63 billion and a net profit of \$179.48 million, up from \$70.4 million in 2002. Also in 2003, IBM Australia was ranked the top IT Marketing Employer of the Year by the independent B&T Weekly/ Stopgap national survey.

Under his leadership, IBM has been recognised by the industry for its marketing achievements. In the past two years, IBM has been awarded a total of five AMI Marketing Excellence Awards at a state level and a National Award in 2002.

He has been involved with the AMI since 1998, a CPM since 1999, and is a Fellow of the Institute. He chairs the AMI Marketing Advisory Council that developed the AMI Marketing Metrics program.

He values the importance of having 'marketers doing marketing' and has embraced formal marketing accreditation for senior marketers, introducing the Certified Practising Marketer accreditation to IBM in 2001. From having one CPM in 2001 (himself), IBM today has 35 CPMs across its marketing community.

## The national awards – introduction

The Australian Marketing Institute's National Awards for Marketing Excellence are presented to those organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. Our aim is to acknowledge exceptional examples of marketing practice and to raise the standards of marketing professionalism.

The AMI in each state of Australia has presented marketing awards to recognise outstanding marketing achievements. These awards build to the national presentation. The public sector vies with the private sector in these awards.

The awards seek to recognise both the successful execution of marketing activities and the strategic rigor from which marketing campaigns are developed. The 2004 awards introduced two new categories: incentive marketing and sales implementation.

In judging the awards, emphasis was given to: the business issue; the solution; the business result; and the key outcomes that contributed value to the organisation. The judges focused on these aspects of the marketing campaign: superior value; differentiation; innovation; effective use of resources; and measurement.

The AMI awards are distinguished by a criteria that forces marketers to articulate the whole process that leads to measurable results. These are the toughest marketing awards to enter and the toughest to win.

Judges reserve the right to withhold awards in any category at their discretion, and the judges have decided they would not make an award at the national level in the incentive marketing category.

To ensure unbiased judging, each entry was quantified against a judging criteria and the quality of the application itself. Given such high standards and such hot competition, even reaching the shortlist is a significant achievement.



*Iggy Pintado is presented with the inaugural CPM Marketer of the Year Award by Roger James.*

## The category winners

### Category: Branding

#### The finalists:

- Sabre Pacific Pty Ltd, with 'Rebranding and Repositioning Sabre Pacific' (NSW)
- Dreamworld, with 'So Many Worlds in One' (Qld)
- The University of Adelaide, with 'Life Impact Brand Advertising Campaign' (SA)
- James Boag Brand–J. Boag & Son Brewing, with 'Building The James Boag Brand' (Tas)
- Target Australia Pty Ltd, with 'Repositioning a Brand to Compete in a New Market Segment' (Vic)

### The winner: Target Australia Pty Ltd

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*Murray Chenery, general manager marketing, Target Australia, accepts the award in the branding category from AMI national president Roger James.*

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In 2001, Coles Myer decided to reposition Myer Grace Bros, Target and Kmart, which were beginning to cannibalise one another's sales. Target needed to differentiate itself as an alternative to specialty stores by repositioning the brand to compete in this new market segment, hence increasing brand equity and maximising brand differentiation. From a wide range of entries and strong competition, this submission hit the majority of the required high points, particularly in demonstrating the growth in brand value and perception by customers and analysts. Target has increased profits significantly, improved staff morale, and successfully adopted a more entrepreneurial mindset and built market share.

## Category: Consumer insight

### The finalists:

- IBM Australia, with 'Red Zone' (SA & Tas)
- OPSM, with 'Making Contact with Young Single Women' (NSW)
- Queensland University of Technology, with 'Graduate Success' (Qld)
- Aussie Bodies, with 'Turning snack time into Trim time' (Vic)
- City of Wanneroo, with 'What's Happening in the City of Wanneroo' (WA)

### The winner: OPSM

Contact lens penetration in Australia is roughly one-third of that in most countries in the Western world, yet these customers are among the highest value for an optical business and represent a significant growth opportunity.

OPSM made good use of both qualitative and quantitative research to highlight breakthrough insights about consumer perceptions of contact lenses that were limiting the market. They implemented above-the-line advertising, direct marketing, a viral-style email campaign and web-based information as well as the strategic use of in-store lens experts.

Using a cost-effective and well focused advertising and direct marketing campaign to help a customer understand the benefits and overcome their fears resulted in a 67% increase in sales of contact lenses.

## Category: Innovation

### The finalists:

- Dreamworld, with 'So Many Worlds in One' (Qld)
- Vittoria Coffee, with 'Aisle Activation' (NSW)
- Mirvac Fini, with 'Peninsula Display Centre Sets New Property Industry Standard' (WA)
- Pasquale Design & Communications Pty Limited, with 'Lifeplan Education Savings Plan' (SA)

### The winner: Vittoria Coffee

Australia's love for pure coffee has changed with the emergence of chain cafés, but shopping for pure coffee was a confusing experience. Through innovative merchandising in supermarkets, Vittoria boosted sales and market share in the pure coffee market while strengthening relationships with key trading partners. Bringing a café feel to the supermarket shopping experience, Vittoria helped simplify choice and



*Craig Hockey, project director, The One Centre, accepts the award in the consumer insight category from Roger James.*



*Jennifer Horrock, general manager marketing, Vittoria Coffee, accepts the award in the innovation category from Roger James.*

educate consumers.

Twelve months after implementation market share increased by 14% and Canterella Bros stands out among its peers as an innovative solution provider with the ability to change the framework of trading through developing 'blur sky' concepts and motivating and inspiring staff. This was a well-written entry that showed that breakthrough innovation can come from simple understanding of the market environment.

## Category: Internal marketing

### The finalists:

- Department of Education and the Arts, with 'Showcase Awards for Excellence' (Qld)
- Islandstate, with 'The yes i can spirit' (Tas)
- Defence Force Recruiting, with 'Army Reserve Local Area Marketing' (ACT)

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- BankWest, with 'BankWest Retail Bank Superheroes Convention 2004' (WA)

## The winner: Defence Force Recruiting

The 280 Army Reserve units around Australia are a critical part of Australia's defence capability. However, recruitment figures were below target, communication was strained and inconsistent, and knowledge sharing was limited.

Following an exhaustive research, evaluation, workshops and interviews, a 'proof of concept' model was developed and tested. The results were extremely positive and led to a national rollout of the program—resulting in 92% of the recruitment target.

Unit awareness of the campaigns has increased from 15% to 80% and the level of communication has improved dramatically. This entry was well structured with clear expression of targets and success. A great example of an aligned approach and a very strong winner in its category.

## Category: Marketing communications

### The finalists:

- Origin Energy, with 'Inside Integrated Marketing' (Vic)
- Australian War Memorial, with 'G for George' Lancaster Bomber Centrepiece of Striking by Night' (ACT)
- Virgin Money, with 'Virgin Credit Card' (NSW)
- Dreamworld, 'So Many Worlds in One' (Qld)
- Tourism Tasmania, with 'Tourism Tasmania Short Breaks Campaign' (Tas)
- Curtin University of Technology, with 'Curtinnovation' (WA)

## The winner: Virgin Money

Virgin Money's challenge was to launch a new credit card into one of the world's most mature and sophisticated markets—with no existing customer base. It developed a profitable, no compromise product with low ongoing interest rate, no annual fee ever; mates' rates instant discount rewards, and a really low introductory rate. This great campaign leveraged the core brand values. The challenge was well addressed and measured in a cluttered market. Excellent results built on an innovative and differentiated communication approach—a breakthrough without breaking the bank. The results were the fastest rate of growth for a new card in Australia ever. In 10 months, the first year's target was eclipsed by more than 240%.

## Category: New product/service launch

### The finalists:

- Wendy's Supa Sundaes Pty Ltd, with 'Chocollo with Vinlife: Australia's first antioxidant enriched icecream' (SA)
- Target Australia Pty Ltd, with 'Launching the Target Gift Card' (Vic)
- Traveltrain Holidays, QR (Queensland Rail), with 'Tilt Train' (Qld)
- BankWest/The Brand Agency, with 'BankWest Lite Home Loan' (WA)



*Tania Crosbie, national marketing manager, Defence Force Recruiting, accepts the award in the internal marketing category from Roger James.*



*Jo Rigby, of webcast sponsor Premiere Conferencing, presents the trophy to Chris Thornton, sales and marketing director, Virgin Money, for the marketing communications category.*



*Caddie Marshall, from Wendy's, accepts the trophy in the new product/service category from Roger James.*

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- Stockland Shopping Centre Division, with 'Eat 1 in at Piccadilly—Development Launch Program (NSW)

## The winner: Wendy's Supa Sundaes Pty Ltd

Wendy's mission is to deliver a great treat experience, every time, in every store. The 99% fat free Wendy's Chocollo icecream treat had been a great success but sales had fallen, primarily because 99% fat free no longer delivered a point of difference.

Wendy's introduced an antioxidant known as vinlife and the National Heart Foundation endorsed Wendy's Chocollo with Vinlife with its tick of approval.

Wendy's used an understanding of consumer trends and research to develop and communicate the new product to market. It demonstrated a comprehensive, aligned marketing program that produced measurable success.

Following the successful launch of the product as an indulgent and now permissible icecream offer, total sales have increased by at least 11.6% week upon week.

## Category: Relationship marketing

### The finalists:

- Department of Immigration and Multicultural and Indigenous Affairs, with 'Harmony Day' (ACT)
- Westpac Banking Corporation, with 'Altitude Newsletter' (NSW)
- IBM Australia, with 'Integrated Channels Program' (Qld, SA, Tas)
- Philip Webb Real Estate, with 'Stretching the Friendship' (Vic)
- Water Corporation, with 'Key Customer Relations Program' (WA)

## The winner: Philip Webb Real Estate

The property market has experienced a significant decline over the past 12 months, precipitated by interest rate rises, changes to legislation governing the industry and decreasing consumer confidence. Real estate agents have a reputation for forgetting the client as soon as a deal is done and the commission calculated.

Philip Webb Real Estate used human relationships as a basis for differentiating its service. The Philip Webb Advantage Club built relationships between relevant local traders and Philip Webb customers to enhance the service experience. By extending the traditional boundaries of relationships, Philip Webb has increased the company's market share from 25% to 33% and repeat and referral business has more than doubled.

## Category: Sales implementation

### The finalists:

- IBM Australia, with 'Top 500—Team xSeries' (NSW, Qld, SA, Vic, WA)
- Luxaflex/Hunter Douglas, with 'Hunter Douglas Luxaflex Windows Fashions Gallery' (Tas)



Gordon Wearing-Smith, marketing manager, Philip Webb Real Estate, accepts the trophy in the relationship marketing category from Roger James.



David Daniels, general manager, and Tony Politis, marketing director, Hunter Douglas, accept the trophy in the sales implementation category from Roger James.

## The winner: Luxaflex/Hunter Douglas

When Luxaflex needed to combat changing consumer needs and a recognised lack of consistency between individual dealers' presentations, the Luxaflex Window Fashions Gallery program was developed and implemented.

The program benefits dealers by providing training, lead generation and web-based technology. A sales implementation strategy was formulated that incorporated the entire sales process.

The well organised and implemented marketing plan, based on consumer and dealer research, selected the appropriate key element of sales implementation and generated strong sales—and potentially a long-term impact on brand value for Luxaflex.

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## Category: Sponsorship

### The finalists:

- Australian Information Industry Association, with 'AIIA Awards' (ACT)
- Allens Arthur Robinson, with 'Allens Arthur Robinson's Rugby Worldcup Sponsorship' (NSW)
- Rare/Wear, with 'Extreme Rare Deal' (Qld)
- Win Television, with 'House of Dreams' (Tas)
- City of Stonnington, with 'Stonnington tunes into sponsorship opportunities' (Vic)

### The winner: Allens Arthur Robinson

Allens Arthur Robinson was appointed Official Law Firm of Rugby World Cup 2003, a unique sponsorship approach in the legal sector. With just six weeks to devise and implement the entire campaign, with no additional funds allocated, there was internal scepticism from the partnership about the benefits on this sponsorship and sponsorships generally.

AAR developed a sponsorship marketing plan that achieved 75-80% acceptance rates from targeted clients and market reputation was elevated.

Allens Arthur Robinson used an excellent creative and message to turn a minor sponsorship into strong PR coverage. The success of the program substantially changed the viewpoint of internal managers of AAR towards sponsorship.

### Industry sector awards

#### Category: Private sector – for profit

#### The winner: Virgin Money

(also won the marketing communications category)

#### Category: Private sector – not for profit

#### The winner: The Cancer Council NSW, with 'Go Smoke Free—An advocacy campaign to ban smoking in NSW pubs and clubs'

This campaign was also an entrant in the marketing communications category in NSW. Banning smoking in NSW pubs and clubs is a vital step in lowering smoking-related deaths. The Cancer Council NSW developed a grass roots advocacy campaign and that changed the tide of public debate. The political and public impact of the campaign has been enormous, and has enforced TCCN's positioning as an effective, active, community-based organisation. This will lead to greater opportunities for fundraising, sponsorship and other support.

#### Category: Public sector – government business

#### The winner: Defence Force Recruiting

(also the winner in the internal marketing category)



Chris Fogarty, group manager marketing operations, Allens Arthur Robinson, accepts the trophy in the sponsorship category from Roger James.



Jenny Crocker, from The Cancer Council NSW, accepts the trophy from Trish Hyde in the private sector – not for profit category.



Tania Crosbie, national marketing manager, Defence Force Recruiting, accepts the trophy from Trish Hyde for the public sector – government business category.

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**Category: Not for profit–government agency**

**The winner: City of Stonnington, with 'Stonnington tunes into sponsorship opportunities'**

This entry won the sponsorship category of the Victoria awards. The City of Stonnington needed to position the city as an important centre for arts and culture, within the constraints of modest budget and minimum staff resources. Intensive research led to the decision by City of Stonnington to take over the sponsorship of the Melbourne International Jazz Festival, a prestigious and well-known event, which would provide 33 performances across the city. Enormous synergies were unleashed when stakeholders with aligned objectives worked together to achieve mutually successful results. Attendances were 13% higher than in 2003 and attendees rated the 2004 Melbourne International Jazz Festival a whopping 8.9 out of 10.

## **The finale: Marketing Program of the Year**

This award goes to the marketing program judged as the best across all categories and sectors of the 2004 AMI Awards for Marketing Excellence.

**The winner: Virgin Money, with 'Virgin Credit Card'**

### **The judges' comments on the 2004 awards**

These awards acknowledge exceptional examples of marketing practice as part of AMI's endeavor to raise the standards of marketing professionalism.

As part of its mission to lead, promote and develop the profession of marketing in Australia, the AMI instituted the annual Awards for Marketing Excellence with the aim of acknowledging and rewarding outstanding marketing practice achievement by those organisations and marketers who have achieved extraordinary success from innovative and effective marketing effort.

This past year produced a high level of entries from a broad range of marketers. To further improve the range and quality of entries, the judges urge AMI members to take up the opportunity, where offered, to go to award entry briefings, as many that did not make it through to the nationals missed key issues outlined in the guidelines.

Overall, the diversity of entries from industry categories, from not-for-profits, from SMEs and other sectors was excellent.

An emerging sector – education – needs special consideration for the future. There were some solid first-up entries and the AMI will look at how this group can further contribute to the awards.

The judges used the entry format as a filter, but there were no right or wrong answers as the judges were looking initially for insights into the thinking and the execution driving the result. This year, the 'best of the best' addressed the specific marketing requirements outlined in the entry submission rules, in particular giving clear organisation outcomes rather than



*Councillor Claude Ullin, from City of Stonnington, accepts the trophy from Trish Hyde in the not for profit–government agency category.*



*Chris Thornton, sales and marketing director, Virgin Money, accepts the award for Marketing Program of the Year from John Dingeldei FAMI CPM on behalf of the judging panel.*

just marketing activity outputs.

The very best entries had clear metrics and gave a sense of how the result was obtained and whether the result was sustainable or a one-off.

The very best entries had all or most of the key issues covered. They:

- Clearly defined effective business outcomes and benefits for customers and the organisation.
- Had a cogent customer focus.
- Had a clear view of differentiation and distinctiveness.
- Displayed a comprehension of brand as an asset and an item

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that goes into corporate accounts with a dollar value that can be measured year on year.

- Described innovative breakthrough solutions rather than extensions of traditional activities.
- Identified sustainable or replicable activity that could build on the initial results.

The standout entries focused on a real need, a problem, an opportunity – and did so with passion and clear, holistic, marketing (not just marketing department or sales department) thinking.

Finally, the national judges had much debate around the entries in many of the categories. Deciding on a category winner, let alone the national winner, was no easy task. We commend all of the finalists and encourage those who have not entered before or who did not make it through this time to take a note of this year's finalists' efforts and enter the 2005 Awards.

## Special presentations

Special presentations of certificates of appreciation were made to three retiring directors and councillors: Brian Samuel (Victorian president); Frank McGregor (Tasmania state director); and Alan Sarkissian (national chair and NSW state director) (absent).

## To our sponsors – thanks!

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President Roger James makes special presentations to retiring office holders Frank McGregor (above) and Brian Samuel (below).

