

REAL
MEDIA
AWARDS

la

AWARD
WINNERS
2023



VM CHIEF
EXECUTIVE
OFFICER



Welcome to the 2023 Real Media Awards, a special time of the year where we unite to celebrate our recent achievements, our first year with a theme which brings a splash of glamour to the event which we appreciate everyone being involved in.

With inflationary pressures and limited disposable incomes, retailers and brands are working harder than ever to maintain sales with seasonal uplifts. Consumers post-COVID are normalising with younger cohorts showing consistent, no increase or decrease, in their consumption of digital medias and this is settling established media channels into the optimised place in the path to purchase. Older cohorts are increasing their engagement with established media channels returning to pre-COVID readership.

Consumers remain fluid and, as the research continues to reveal, all channels have a role to play in sales activation, brand equity building and frequency recall. Catalogue scheduling has realised an increase in the current season with retailers and brands pushing for in-store festive and January sales activity.

Printed magazines are re-launching from being digital only to returning to bring the brand essence into the purchasing process and we welcome the balance.

In-store is having significant impact at the point of purchase with one of the strongest focusses of the channels we represent, on sustainability, with flat pack release to recyclable at store reducing costs and saving the environment at the same time. Big cheers to that.

Packaging regulations are coming and ensuring brands, designers, producers, and printers are on the same page is critical to our success as an industry. As such the Association is working with APCO and the Australian Institute of Packaging to look to bringing education forums and insights for our members and the Real Media Awards community to ensure we are all well-positioned for incoming regulations.

This year I am also very proud to announce the completion of the merge and the rebrand of the new Association, moving on from The Real Media Collective, we now are the Visual Media Association. Representing our industry, our customers, our stakeholder partners - all working together as one to ensure excellence in our craft, success in our campaign investments, craft in our execution and social and governance in our best-practice commitments.

Under the new Association we are launching our new research project for 2023, working with major brands and consumers across Australia and New Zealand to develop insights to

assist us all in our knowledge of how to achieve the best results in communicating with all Australians and Kiwis. I look forward to the roll out of quarterly insight events throughout 2024 and launching a Real Media Awards conference the day before our 2024 Real Media Awards.

Increased sharing of content, improved insights and learning across our community is a key to our collective success and one I am very privileged, with the Board, Team, and Members to be part of.

To all the entrants, finalists, and ultimate winners tonight - congratulations. Not simply for your Awards entries, rather for your success throughout the year that was and the year ahead. Your creativity, passion, and commitment to the work you do is what makes our collective industries thrive.

Enjoy the night, make new friends, laugh out loud and keep well.

Kellie

Kellie Northwood

Chief Executive Officer
Visual Media Association
Real Media Awards



When great,
gets better



Join Your Competition.
Introducing the Pro C9500.

Discover more

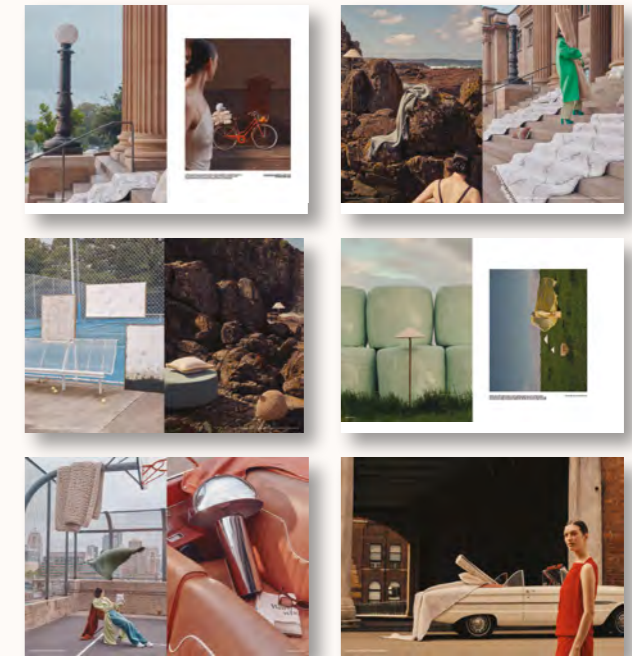


MAJOR AWARDS

BRAND OF THE YEAR

2023 WINNER

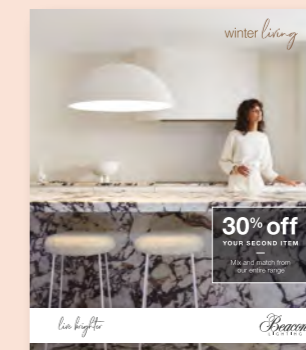
FREEDOM
PRODUCED BY THE GENERAL STORE



OTHER FINALISTS



ARB
Produced by Vanzella Design



BEACON LIGHTING
Produced by In-House Team



SPICERS
Produced by In-House Team

Print Services



Imagined. Made. Delivered.

Whatever the requirement, we navigate our clients through the maze of options available to them to ensure they achieve maximum impact at the best value.

Enquire at ivegroup.com.au



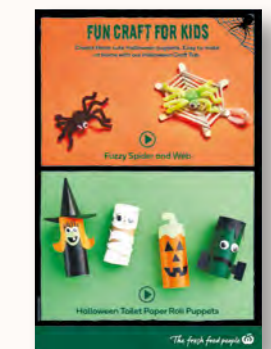
MAJOR AWARDS

RETAILER OF THE YEAR

2023 WINNER

WOOLWORTHS

WELLCOM WORLDWIDE, IN-HOUSE TEAM AND HOGARTH AUSTRALIA

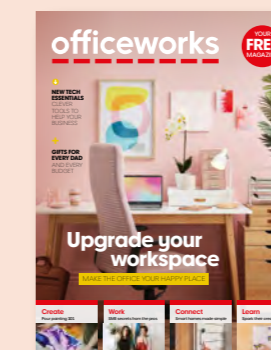


OTHER FINALISTS



SPOTLIGHT RETAIL GROUP

Produced by In House Team



OFFICEWORKS

Produced by Medium Rare Content Agency



CHEMIST WAREHOUSE

Produced by CW Media In-house Creative Team

for all your
Visual Media
 needs!

**Southern
 Impact.**

Together in print.

T +61 3 8796 7000
 southernimpact.com.au

MAJOR AWARDS

JUDGES CHOICE

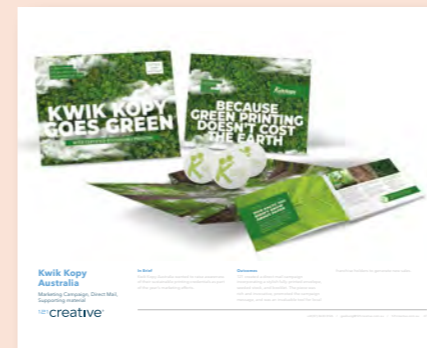
2023 WINNER

FREEDOM - AW23 HOMEWARES CAMPAIGN
 'MAKE ANYWHERE HOME'



CLIENT	FREEDOM
AGENCY	THE GENERAL STORE
PRINTER	HH GLOBAL
DISTRIBUTOR	AUSTRALIA POST
QUANTITY PRODUCED	65000

OTHER FINALISTS



KWIK KOPY
 'Sustainable Print
 Direct Mail Campaign'
 Produced by 121 Creative Geebung



SPICERS
 'Boundless Immersive'
 Produced by ERD



VICINITY CENTRE
 'Monopoly'
 Produced by IVE Group
 In-House Team



Ball & Doggett

CRUSH.

An exciting new alternative fibre paper.

In a world increasingly concerned with environmental impact, we are constantly seeking sustainable and eco-friendly products to make a difference. One such discovery that aligns perfectly with our mission is Crush, a remarkable line of papers by Favini.

Crush is manufactured with 15% agricultural waste from citrus fruits, grape, cocoa, corn, olives and kiwi fruits, otherwise discarded in landfill. Crush exemplifies how natural agricultural by-products can be harnessed to create high-quality, eco-friendly papers while adhering to ethical supply chains and circular economy principles. Crush represents a harmonious blend of innovation, sustainability, and style, paving the way for a greener future in the paper industry.

Exclusive to Ball & Doggett.

in @ f y p
1300 042 749
ballanddoggett.com.au

Read More:



MAJOR AWARDS

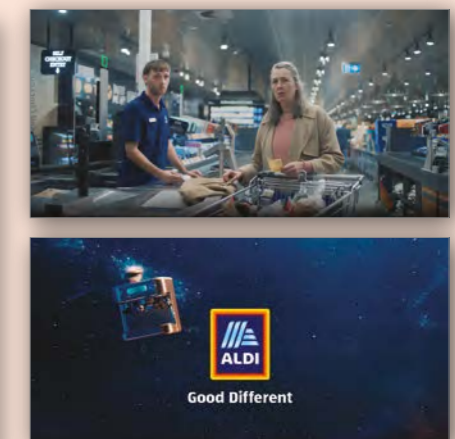
AGENCY OF THE YEAR

2023 WINNER

MEDIUM RARE CONTENT AGENCY



OTHER FINALISTS

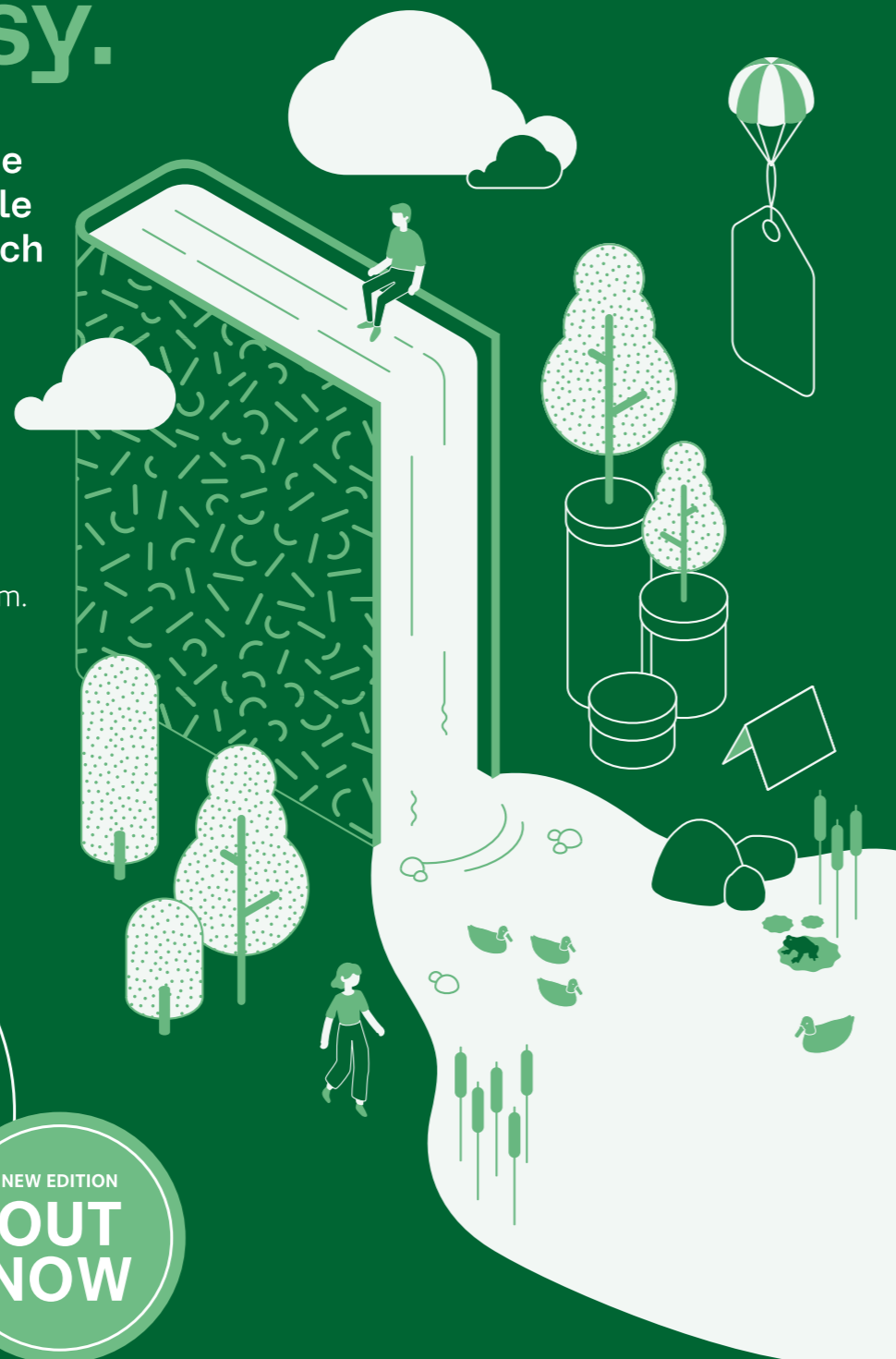


Sustainable choices made easy.



Spicers is committed to the development of sustainable products and services which help our customers and their clients achieve their sustainability goals.

By choosing substrates that are environmentally sound, you can continue to enjoy the many benefits of using print, while keeping your environmental footprint to a minimum. Choose from our range of products which are FSC® Certified, PEFC Certified, Carbon Neutral, Recycled Content, Fully Recyclable Kerbside and Ecovadis Rated.



Contact your local Spicers representative to request a copy of Environs Volume 2.

1300 132 644 | SPICERS.COM.AU

ENVIRONS
VOLUME 2

FSC® Certified (licensed code FSC® C010628)

MAJOR AWARDS

BEST EMERGING DESIGNER

2023 WINNER

COURTNEY NEWMAN
'BALL & DOGGETT'



OTHER FINALISTS



CHRISTOPHER VU
Chemist Warehouse



VI VUONG
Direct Chemist Outlet



MAJOR AWARDS

BEST EMERGING TALENT

2023 WINNER

JACINTA ALLEN - BREEN PRINTING



Supporting the print industry since 1987

Helpline 1800 640 886 mediasuper.com.au



PRINT. MEDIA. ENTERTAINMENT. ARTS.

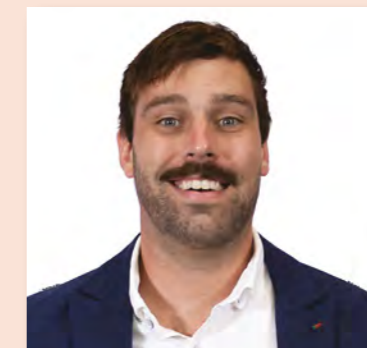
Superannuation. Insurance. Retirement. Financial Planning.

Before making any financial decisions, read the relevant Product Disclosure Statements and Target Market Determination. Call 1800 640 886 or visit mediasuper.com.au for a copy. United Super Pty Ltd ABN 46 006 261 623 AFSL 233792 as Trustee for Cbus Super Fund ABN 75 493 363 262 offering Media Super products.

OTHER FINALISTS



ALANNA DELVECCHIO
Kmart



MARK ACHESON
Kindly



NIKI GLASTRAS-POKIA
Kwik Kopy Surry Hills

Dare to Imagine



HP Indigo Commercial Print



Open unlimited new business opportunities with the virtually endless range of high-value applications you can produce using the widest range of specialty inks and media. Enter high-value markets like security, heat transfer, and photo printing.

Seize new opportunities with digital printing for data driven variable printing and personalisation application

To know more about HP Indigo digital printing, call Currie Group on 1800 338 131



1800 338 131
www.curriegrp.com.au

Melbourne
Sydney
Brisbane
Perth
New Zealand

HOME

PROUDLY SPONSORED BY



- P16 KITCHENWARE AND HOME INTERIORS
- P17 FURNITURE, BEDDING AND MANCHESTER
- P18 WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT
- P19 HOME IMPROVEMENT / HOME REPAIRS / HARDWARE

H1 - KITCHENWARE & HOME INTERIORS

2023 WINNER

FREEDOM
'MAKE ANYWHERE HOME'



CLIENT	FREEDOM
AGENCY	THE GENERAL STORE
TEAM LEADER	GEORGIA GILL-PILT & KATHERINE MARTIN
CREATIVE DIRECTOR	REESHMA BHANJI
ACCOUNT DIRECTOR	NATALIE ALAIMO
DESIGNER	MEENA MAXWELL
COPYWRITER	SARAH MARSHALL
STYLIST	JOSEPH GARDNER
PHOTOGRAPHER / PRODUCER / RETOUCHER	VICTORIA ZSCHOMMLER
PRODUCTION MANAGER	MATT CHEE
PRINTER	HH GLOBAL
DISTRIBUTOR	AUSTRALIA POST
QUANTITY PRODUCED	65000

H2 - FURNITURE, BEDDING & MANCHESTER

2023 WINNER

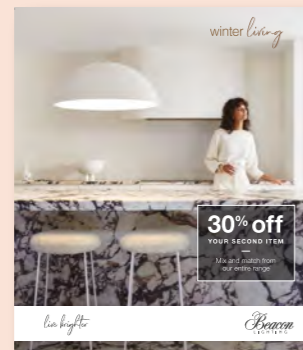
ALDI
'MODERN FORMS WEEK 28 2022'



CLIENT	ALDI
AGENCY	BMF
TEAM LEADER	DAVID COOK
CREATIVE DIRECTOR	SOPHIA COGLAN
ACCOUNT DIRECTOR	ANITA ZHAO
DESIGNER	ART DIRECTOR JANG VARAVARN, FINISHED ARTIST PAULA SANG
COPYWRITER	ALICE HERAUD
STYLIST	REBECCA RIEGGER
PHOTOGRAPHER / PRODUCER / RETOUCHER	TOM WHOLOHAN, PAULA KAPLAN, BMF IN-HOUSE RETOUCHING
PRODUCTION MANAGER	JULIE SORRELL, LAUREN SWAAB
PRE-PRESS COMPANY/ PERSON	LAUREN SWAAB
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	7,250,000



ALDI
'Modern Forms
Week 28 2022'
Produced by BMF



BEACON LIGHTING
'Winter Living Campaign'
Produced by In-House Team



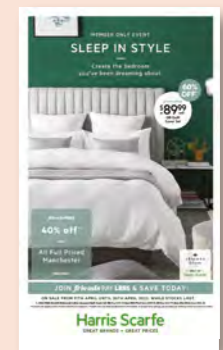
KMART
'Feb Living'
Produced by In-House Team
and Wellcom Worldwide



FREEDOM
'AW23 Homewares
Campaign'
Produced by The General Store



CHEAP AS CHIPS
'Homelife June 2022'
Produced by In-House Team
and MPC



HARRIS SCARFE
'Sleep in Style
Bedroom Showcase'
Produced by In-House Team

H3 - WHITEGOODS, ELECTRICALS, ELECTRONICS AND HOME ENTERTAINMENT

2023 WINNER

OFFICEWORKS
'MAGAZINE'



CLIENT OFFICEWORKS
AGENCY MEDIUM RARE CONTENT AGENCY
TEAM LEADER JO MCKAY (HEAD OF CONTENT), KATE BARRACOSA (EDITOR)
CREATIVE DIRECTOR JON GREGORY
ACCOUNT DIRECTOR SAMANTHA O'BRIEN
DESIGNER SOPHIE MULLANE
STYLIST FIONA GOULD
PHOTOGRAPHER / PRODUCER / RETOUCHER BRETT STEVENS
PRODUCTION MANAGER KATIE TURNER, REBECCA LANDRON
PRE-PRESS COMPANY/ PERSON MEDIUM RARE CONTENT AGENCY
PRINTER IVE GROUP
DISTRIBUTOR IVE GROUP
QUANTITY PRODUCED 250000

H4 - HOME IMPROVEMENT / HOME REPAIRS / HARDWARE

2023 WINNER

TOTAL TOOLS
'TAX TOOL TIME - JUNE 2022'



CLIENT TOTAL TOOLS
AGENCY IN-HOUSE TEAM
TEAM LEADER REBECCA GOVETT
DESIGNER IRENE GROSIK, EMILY HULL, ZARA AKBARI, ARMI ASUNCION, COVIE UNGOS
COPYWRITER IN-HOUSE TEAM
PHOTOGRAPHER / PRODUCER / RETOUCHER IN-HOUSE TEAM
PRE-PRESS COMPANY/ PERSON IN HOUSE TEAM & IVE WEB PRINTING
PRINTER IVE WEB PRINTING
DISTRIBUTOR IVE DISTRIBUTION & IVE DIRECT
QUANTITY PRODUCED 3.4 MILLION

OTHER FINALISTS



OFFICEWORKS
'Back To School Catalogue 2022'
Produced by CHEP Network



JB HIFI
'STACK Magazine March 2023'
Produced by In-House Team



JB HIFI
'Christmas 2022 Gift Guide'
Produced by Scribal Publishing

OTHER FINALISTS



ALDI
'Lawn & Order Week 7 2023'
Produced by BMF



TOTAL TOOLS
'Christmas 2022'
Produced by In-House Team

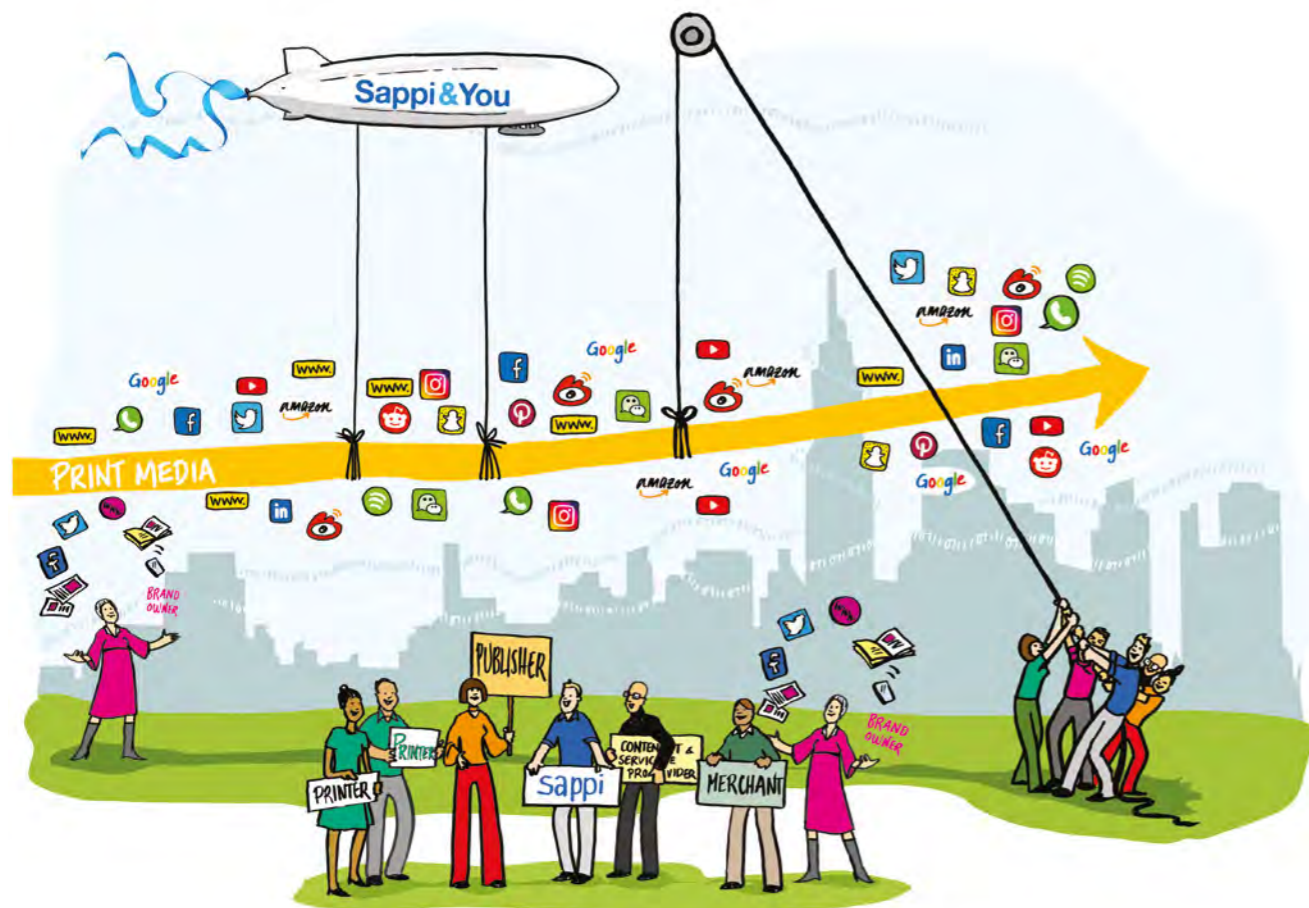


MITRE10
'Dad Hero August 2022'
Produced by Dig Agency and In-House team

Committed to print media success

At Sappi, we are committed to ensuring that print remains an effective and attractive choice.

The past five years have seen us invest close to AU\$830 million to be a reliable and modern partner to our customers. Because we believe in the potential of working together, we are dedicated to providing unbeatable service and support to create mutual value. For your business and ours.



FASHION



PROUDLY SPONSORED BY



P22 WOMEN AND MEN'S APPAREL
P23 GENERAL – SHOES, SWIMWEAR, MIXED APPAREL
P24 CHILDREN'S TOYS & APPAREL



Let's talk partnership, co-development and how to change the future:
www.sappipapers.com

Sappi Trading Australia – 02 9410 2911 – Sales.Australasia@sappi.com



F1 - WOMEN AND MEN'S APPAREL

2023 WINNER

SPOTLIGHT 'MAKER FASHION CATALOGUE'



CLIENT	SPOTLIGHT
AGENCY	SPOTLIGHT IN HOUSE STUDIO
DESIGNER	JENNELLE DEVEREUX
STYLIST	FIONA MARTINO
PHOTOGRAPHER / PRODUCER / RETOUCHER	IN HOUSE STUDIO
PRODUCTION MANAGER	NIKI CAMPBELL, NADIA DUFFY
PRE-PRESS COMPANY/ PERSON	IN HOUSE PRE MEDIA TEAM
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	2000

F2 - GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

2023 WINNER

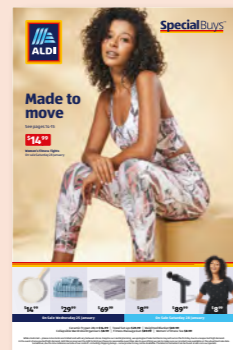
PETER SHEPPARD 'AUTUMN WINTER 2023 COLLECTION'



CLIENT	PETER SHEPPARD
AGENCY	IN-HOUSE TEAM
TEAM LEADER	CATHERINE LEON
CREATIVE DIRECTOR	CATHERINE LEON
ACCOUNT DIRECTOR	CAROLINE GILROY
DESIGNER	CATHERINE LEON
COPYWRITER	INHOUSE
STYLIST	CHRISTINE PEGG, MELISSA BOYLE, RENEE TRAITISIS, MAE ABAS, ELISSA NOTO
PHOTOGRAPHER / PRODUCER / RETOUCHER	CRAIG BANKS, ADRIAN GRASSO, ROB CHURCHUS, LEANDRO OLGIATI, SPENCER MCCARTHY
PRE-PRESS COMPANY/ PERSON	CATHERINE LEON
PRINTER	IVE
DISTRIBUTOR	D & D MAILHOUSE
QUANTITY PRODUCED	95000



ALDI
'Winter Apparel
Week 23 2022'
Produced by BMF



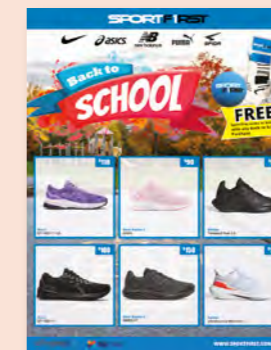
ALDI
'Made to Move
Week 4 2023'
Produced by BMF



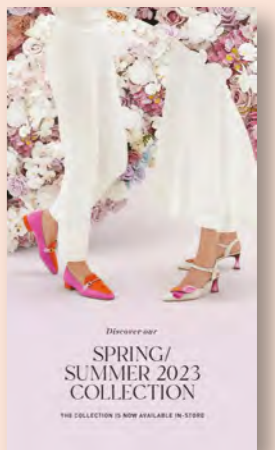
ANACONDA
'Puffer Jacket Winter'
Produced by In-House Team



ANACONDA
'Puffer Jacket Winter'
Produced by In-House Team



SPORTFIRST
'Back 2 School
Catalogue 2023'
Produced by Frontline Stores



PETER SHEPPARD
'Spring Summer
2023 Collection'
Produced by In-House Team

FASHION

F3 - CHILDREN'S TOYS & APPAREL

2023 WINNER

WOOLWORTHS SUPERMARKETS 'HALLOWEEN DIGITAL 2022'



CLIENT	WOOLWORTHS SUPERMARKETS
AGENCY	WELLCOM WORLDWIDE
TEAM LEADER	ANNALISE SCIBERRAS
CREATIVE DIRECTOR	OLIVER HAMMERTON, ANDREW HEYWOOD & JUSTIN THOMAS
ACCOUNT DIRECTOR	KARIENA FOYLE & GEMMA JONES
DESIGNER	TENIKA HERTNER WARREN, WAYNE BOYD AND THE WELLCOM STUDIO TEAM
STYLIST	JENNY BOOTH
PHOTOGRAPHER / PRODUCER / RETOUCHER	PAUL MASON, SEAN THOMAS, GRANT GLAVES AND STEVE CHAMBERS
PRODUCTION MANAGER	ROHAN PERKINS, KERRY HUMPHRIES, NATALIE ZIZIC & BRAEDY NEAL
PRE-PRESS COMPANY/ PERSON	IVE / MONIQUE LOCKINGTON
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	5 700 000



OTHER FINALISTS



SPOTLIGHT
'MAKER Baby Catalogue'
Produced by In-House Team



NINTENDO
'Pokemon Scratchies'
Produced by Nintendo Pty Ltd



KIDSTUFF
'2022/23 Catalogue'
Produced by
NGA Creative Advertising
and In-House Team

Have you
seen this yet?

Brand Activations



e

We guide our clients through every step of the brand activations process, from innovative idea's to effective execution across every touchpoint.

Enquire at ivegroup.com.au

ive

COSMETICS
AND PHARMACY

PROUDLY SPONSORED BY

ive

P28 COSMETICS / SKINCARE
P29 GENERAL PHARMACY / HEALTH AND WELLBEING

COSMETICS AND PHARMACY

C1 - COSMETICS / SKINCARE

2023 WINNER

NUTRIMETICS

'BEAUTY BIBLE PRODUCT CATALOGUE 23/24'



CLIENT	NUTRIMETICS
AGENCY	NUTRIMETICS IN-HOUSE CREATIVE TEAM
TEAM LEADER	LINDA KONESTABO
CREATIVE DIRECTOR	LEE WORSLEY
ACCOUNT DIRECTOR	N/A
DESIGNER	LEE WORSLEY
COPYWRITER	CAROLINE DAVIES
STYLIST	SHERIDAN DAVY
PHOTOGRAPHER / PRODUCER / RETOUCHER	EDWARD URRUTIA, STEVEN CHEE & JAMES BUDD
PRODUCTION MANAGER	JENNA RAHILLY
PRE-PRESS COMPANY/ PERSON	JESSICA SHARMA
PRINTER	IVE GROUP
DISTRIBUTOR	AUSTRALIA POST
QUANTITY PRODUCED	35000

COSMETICS AND PHARMACY

C2 - GENERAL PHARMACY / HEALTH AND WELLBEING

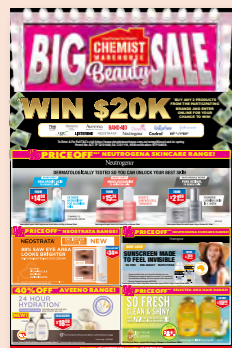
2023 WINNER

CHEMIST WAREHOUSE

'MOTHERS DAY 2023'



CLIENT	CW RETAIL
AGENCY	CW MEDIA INHOUSE CREATIVE TEAM
TEAM LEADER	VEDAT ILGAZ
CREATIVE DIRECTOR	DANNY BOSEVSKI / KATHRINA MABILANGAN
ACCOUNT DIRECTOR	SAM CRISCIONE
DESIGNER	LUKE ZAGAMI
PHOTOGRAPHER / PRODUCER / RETOUCHER	KRISTIAN CIGAGNA
PRODUCTION MANAGER	LOUISE WOOD - IVE
PRE-PRESS COMPANY/ PERSON	IVE PREPRESS
PRINTER	IVE PRINT WEB OFFSET
DISTRIBUTOR	IVE DISTRIBUTION
QUANTITY PRODUCED	5,500,000



CHEMIST WAREHOUSE
'Big Beauty Sale 2022'
Produced by CW Media
In-House Team



DIRECT CHEMIST OUTLET
'Half Price Cosmetics Sale 2023'
Produced by In-House Team



PRICELINE
'That's the Chrissie Spirit 2022'
Produced by Whippet



ENOVIS
'Pharmacy Products Guide 2023'
Produced by In-House Team



DIRECT CHEMIST OUTLET
'Half Price Mega Vitamin Sale 2023'
Produced by In-House Team



PRICELINE PHARMACY
'I Am Me Campaign 2023'
Produced by SBM

Shift gears. Drive change.



HP Indigo Digital Pouch Factory



Grow your business with the only proven technology for on-demand, sustainable flexible packaging¹. Get smart packaging with brand protection elements, variable data, and unique designs with HP Mosaic and Collage.

Go from file to pouch in days, not weeks, with HP Indigo's Digital Pouch Factory, an industry-leading end-to-end solution.

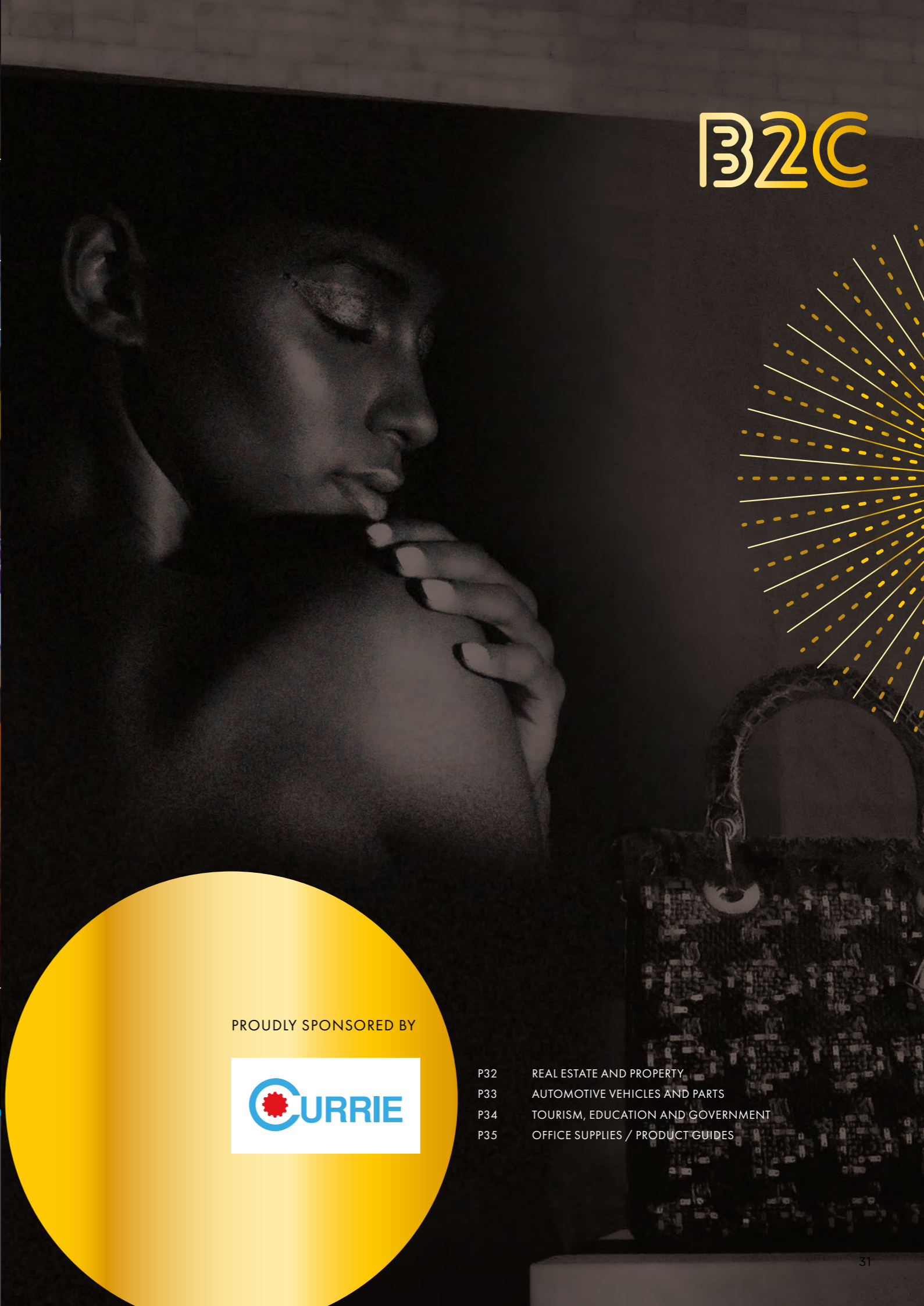
¹ Proven technology claim based on IT Strategies Digital Packaging 2022 report, which identifies HP as the market leader in Flexible Packaging with more than 90% share of installations.

To know more about HP Indigo digital printing, call Currie Group on 1800 338 131



Melbourne
Sydney
Brisbane
Perth
New Zealand

B2C



PROUDLY SPONSORED BY



- P32 REAL ESTATE AND PROPERTY
- P33 AUTOMOTIVE VEHICLES AND PARTS
- P34 TOURISM, EDUCATION AND GOVERNMENT
- P35 OFFICE SUPPLIES / PRODUCT GUIDES

B1 - REAL ESTATE & PROPERTY

2023 WINNER

SEAFARERS
'PROPERTY DEVELOPMENT'



CLIENT	SEAFARERS / RIVERLEE PROPERTY GROUP
AGENCY	MULTIPLE
CREATIVE DIRECTOR	TIM MURPHY
ACCOUNT DIRECTOR	KERRIE SMYK
DESIGNER	TIM MURPHY, SAM WARD
COPYWRITER	ROB SWEETEN
PHOTOGRAPHER / PRODUCER / RETOUCHER	EARL CARTER, BINYAN & MR P STUDIOS
PRINTER	PRESS PRINT DIGITAL
DISTRIBUTOR	IN PERSON AT SEAFARER SUITES.
QUANTITY PRODUCED	190

B2 - AUTOMOTIVE VEHICLES AND PARTS

2023 WINNER

ARB
'THE GEAR TO GET YOU THERE'



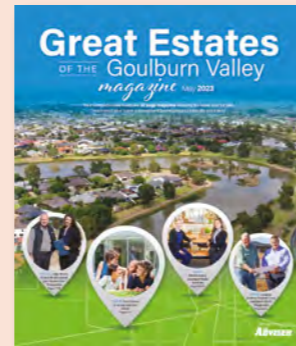
CLIENT	ARB
AGENCY	VANZELLA DESIGN
TEAM LEADER	ARB IN HOUSE TEAM
CREATIVE DIRECTOR	VANZELLA CREATIVE
DESIGNER	ARB IN HOUSE TEAM
COPYWRITER	ARB IN HOUSE TEAM
PRE-PRESS COMPANY/ PERSON	SOUTHERN IMPACT
PRINTER	SOUTHERN IMPACT
DISTRIBUTOR	IN STORE COPIES BY ARB WITH SUBSCRIBER / MAILING COPIES BY SOUTHERN IMPACT
QUANTITY PRODUCED	25,000



THE GRAND
'Mann St South Property Development'
Produced by Our Agency



THE RESORT
'Piara Waters Magazine'
Produced by Stormbox



GREAT ESTATES
'Magazine 2023'
Produced by In-House Team



NISSAN
'Brand Book'
Produced by V.I.



AUTOPRO
'We Know Easter Road Trips'
Produced by In-House Team

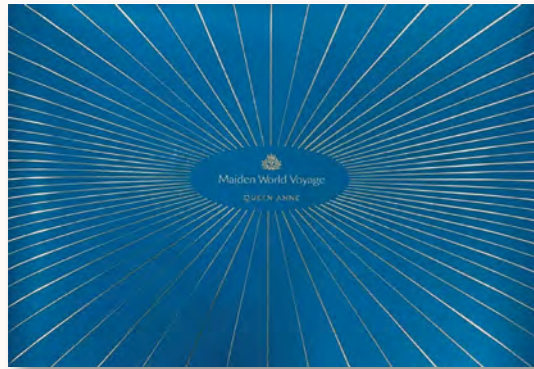


KIOTTI
'Autumn Winter Catalogue 2023'
Produced by PFG Australia In-House Team

B3 - TOURISM / EDUCATION / GOVERNMENT / UTILITIES / TELECOMMUNICATIONS

2023 WINNER

CUNARD
'QUEEN ANNE WORLD VOYAGE'



CLIENT	CUNARD CRUISES
AGENCY	EM CREATIVE
TEAM LEADER	JOSEPHINE HANSCHMANN - CUNARD
CREATIVE DIRECTOR	LESLEY GREGORY
ACCOUNT DIRECTOR	AS ABOVE
DESIGNER	AS ABOVE
COPYWRITER	AS ABOVE
STYLIST	AS ABOVE
PHOTOGRAPHER / PRODUCER / RETOUCHER	AS ABOVE
PRODUCTION MANAGER	AS ABOVE
PRE-PRESS COMPANY/ PERSON	PEGASUS/BARRY BURNS & ROGER CLARK
PRINTER	PEGASUS MEDIA AND LOGISTICS
DISTRIBUTOR	AUSTRALIA POST
QUANTITY PRODUCED	2000

B4 - OFFICE SUPPLIES / PRODUCT GUIDES

2023 WINNER

OFFICEWORKS
'UPGRADE YOUR WORKSPACE MAGAZINE'

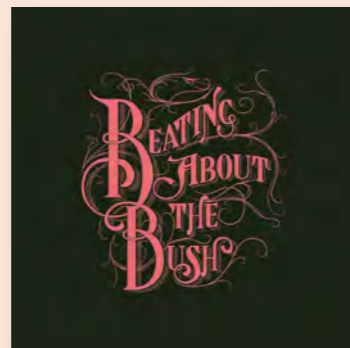


CLIENT	OFFICEWORKS
AGENCY	MEDIUM RARE CONTENT AGENCY
TEAM LEADER	JO MCKAY (HEAD OF CONTENT), KATE BARRACOSA (EDITOR)
CREATIVE DIRECTOR	JON GREGORY
ACCOUNT DIRECTOR	SAMANTHA O'BRIEN
DESIGNER	SOPHIE MULLANE
STYLIST	FIONA GOULD
PHOTOGRAPHER / PRODUCER / RETOUCHER	BRETT STEVENS
PRODUCTION MANAGER	KATIE TURNER, REBECCA LANDRON
PRE-PRESS COMPANY/ PERSON	MEDIUM RARE CONTENT AGENCY
PRINTER	IVE GROUP
DISTRIBUTOR	IVE GROUP
QUANTITY PRODUCED	250000

OTHER FINALISTS



COLLETTE
'Explorations Brochure 2024'
Produced by Artfishal Studios/ Collette USA



ART GALLERY OF BALLARAT
'Beating About the Bush'
Produced by In-House Team



THE BLUE MOUNTAINS GUIDE BOOK
'Epic & Wild'
Produced by Solitary Fox

OTHER FINALISTS



KROST BUSINESS FURNITURE
'2023 Catalogue'
Produced by In-House Team



WOOLWORTHS SUPERMARKETS
'Baby and Toddler February 2023'
Produced by Wellcom Worldwide



ENOVIS
'Pharmacy Products Guide 2023'
Produced by In-House Team

Premiums & Apparel

i



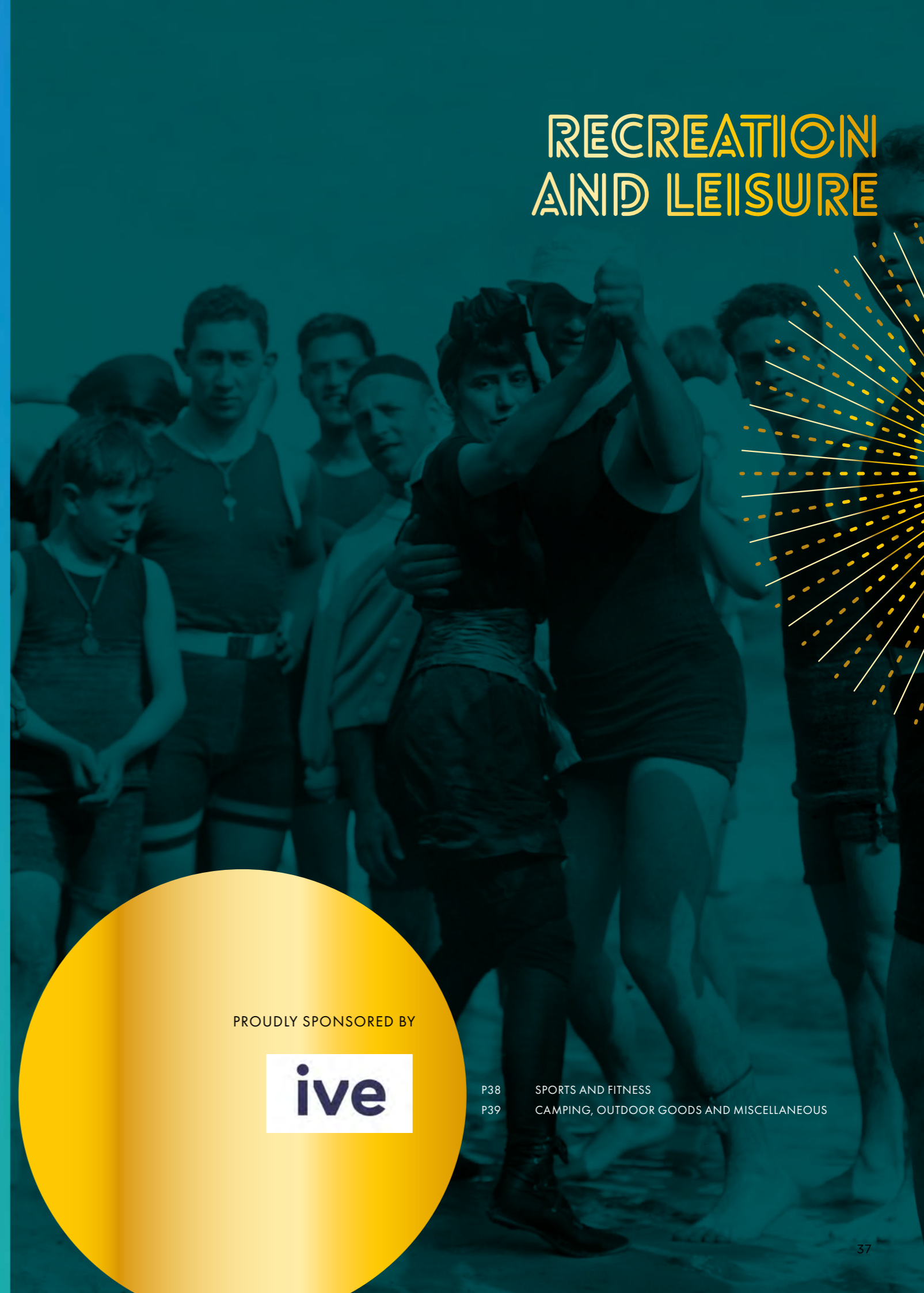
e

Conveying a brand's true essence to customers often takes something special - something they can touch, feel, wear or experience.

Enquire at ivegroup.com.au

ive

RECREATION AND LEISURE



PROUDLY SPONSORED BY

ive

P38
P39

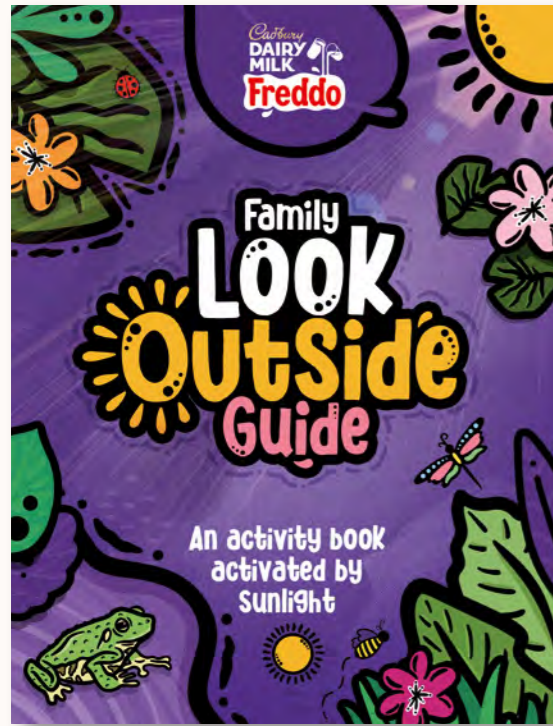
SPORTS AND FITNESS
CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

RECREATION AND LEISURE

REC1 - SPORTS AND FITNESS

2023 WINNER

CADBURY
'FREDDO LOOK OUTSIDE GUIDE'



CLIENT	CADBURY
AGENCY	OGILVY & MATHER
TEAM LEADER	DANIELLE CHAPMAN
CREATIVE DIRECTOR	JOSH MURRELL AND SHARON CONDY
ACCOUNT DIRECTOR	JAIME WRIGHT
DESIGNER	KATELYN TESTA & ANDREW VOHMANN
COPYWRITER	ANAIS READ
PHOTOGRAPHER / PRODUCER / RETOUCHER	"SENIOR CONTENT ARTIST - GABBIE-JOY OCELLO ILLUSTRATION AGENCY - SOLID LINES. ARTIST - KIMBERLY ENGWICHT"
PRODUCTION MANAGER	BRENDAN HANRAHAN
PRE-PRESS COMPANY/ PERSON	IVE PRINT
PRINTER	IVE PRINT
DISTRIBUTOR	WOOLWORTHS
QUANTITY PRODUCED	86000

RECREATION AND LEISURE

REC2 - CAMPING, OUTDOOR GOODS AND MISCELLANEOUS

2023 WINNER

ANACONDA
'PUFFER JACKET WINTER'



CLIENT	ANACONDA
AGENCY	IN-HOUSE CREATIVE TEAM
CREATIVE DIRECTOR	AARON MUSCARA
DESIGNER	ADAM ROBERTS, NATHAN COOK
PHOTOGRAPHER / PRODUCER / RETOUCHER	IN HOUSE STUDIO
PRODUCTION MANAGER	DINO PASE, NADIA DUFFY
PRE-PRESS COMPANY/ PERSON	IN HOUSE PRE MEDIA TEAM
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	3.1 MILLION

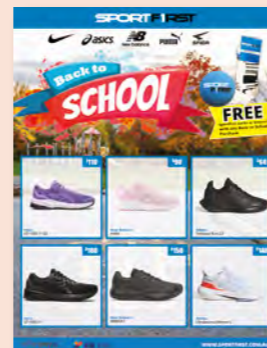
OTHER FINALISTS



BICYCLE SUPERSTORE
'Spring Sale 2022'
Produced by In-House Team



ALDI
'Made to Move
Week 4 2023'
Produced by BMF



SPORTFIRST
'Back 2 School
Catalogue 2023'
Produced by Frontline Stores



ARB CULTURE
'4x4 Adventure,
Travel & Lifestyle'
Produced by Vanzella Design



KENT SADDLERY
'Catalogue 2023'
Produced by In-House Team



THE SYDNEY INTERNATIONAL BOAT SHOW
2023 SHOW GUIDE 2023
Produced by
Adventures Group
Holdings In-House Team

Integrated Marketing



For larger clients who want all of their marketing requirements managed and simplified, we can bring together our holistic spectrum of services into a single seamless client customised solution, from idea > execution.

Enquire at ivegroup.com.au

ive

RETAIL



PROUDLY SPONSORED BY

ive

- P42 SUPERMARKETS
- P43 LIQUOR
- P44 CHAIN / DEPARTMENT STORES
- P45 SPECIALTY RETAILERS – JEWELLERY, BOOKS, FABRICS, EYEWEAR, CUISINE
- P46 ONLINE RETAILERS

RETAIL

R1 - SUPERMARKETS

2023 WINNER

FOODLAND
'MIGHTY AUTUMN 2023'



CLIENT FOODLAND
AGENCY IN-HOUSE TEAM
PRINTER IVE
DISTRIBUTOR IN-STORE ONLY
QUANTITY PRODUCED 66,000

RETAIL

R2 - LIQUOR

2023 WINNER

PORTERS LIQUOR
'CHRISTMAS CATALOGUE 2022'



CLIENT PORTERS LIQUOR
AGENCY ALM IN-HOUSE STUDIO
TEAM LEADER DARREN WHITTAM
CREATIVE DIRECTOR DARREN WHITTAM
DESIGNER ANOOSH ALEXANDER
PRE-PRESS COMPANY/PERSON IVE
PRINTER IVE
DISTRIBUTOR IVE
QUANTITY PRODUCED 444,449



WOOLWORTHS SUPERMARKETS
'Halloween 2022'
Produced by Wellcom Worldwide



ALDI
'Spring Seasonal Pulse'
Produced by BMF



RITCHIES FINE FOODS & WINE
'Taren Point Store Opening'
Produced by Visual Traffic and Media Projects



LIQUOR BARONS
'Wines, Beers & Independent Spirit Campaign'
Produced by In-House Team



PORTERS LIQUOR
'Winter Catalogue 2023'
Produced by In-House Team



THE BOTTLE-O
'Christmas Catalogue 2022'
Produced by ALM In-House Team

R3 - CHAIN / DEPARTMENT STORES / CENTRES

2023 WINNER

HARRIS SCARFE
'ALL THE BRAVELLOUS BRANDS YOU LOVE'

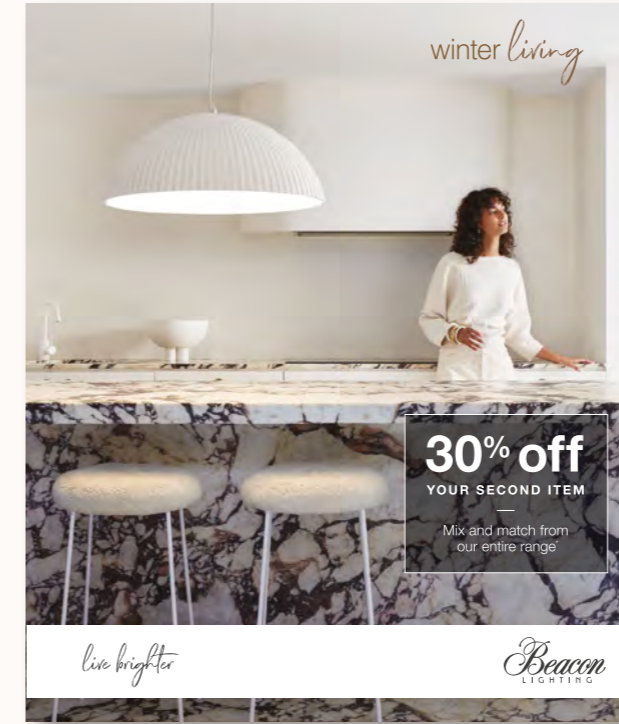


CLIENT	HARRIS SCARFE
AGENCY	HARRIS SCARFE IN HOUSE STUDIO
DESIGNER	JENNIFER SMIT
PHOTOGRAPHER / PRODUCER / RETOUCHER	WOW PICTURES
PRODUCTION MANAGER	DINO PASE, NADIA DUFFY
PRE-PRESS COMPANY/ PERSON	IN HOUSE PRE MEDIA TEAM
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	563,972

R4 - SPECIALTY RETAILERS – JEWELLERY, BOOKS, FABRICS, EYEWEAR, FOOD/CUISINE

2023 WINNER

BEACON LIGHTING
'WINTER LIVING CAMPAIGN'



CLIENT	BEACON LIGHTING
AGENCY	IN-HOUSE TEAM
TEAM LEADER	PRUE ROBINSON
CREATIVE DIRECTOR	DIANA DI CORLETO
DESIGNER	ALANA NANASCA
COPYWRITER	GENI KUCKHAHN
PHOTOGRAPHER / PRODUCER / RETOUCHER	LUCAS ALLEN
PRE-PRESS COMPANY	IN HOUSE TEAM
PRINTER	IVE
DISTRIBUTOR	IVE DISTRIBUTION
QUANTITY PRODUCED	1.2 MILLION



FREEDOM
'Autumn Winter 23
Homewares'
Produced by The General Store



ANACONDA
'The Easter Escape'
Produced by In-House Team



FERGUSON PLARRE'S
'Bakehouse
Christmas 2022'
Produced by In-House Team



BICYCLE SUPERSTORE
'Spring Sale 2022'
Produced by In-House Team



SUPERCHEAP AUTO
'Christmas 2022'
Produced by In-House Team



FERGUSON PLARRE'S
'Bakehouse
Christmas 2022'
Produced by In-House Team

RETAIL

R5 - ONLINE RETAILERS

2023 WINNER

WOOLWORTHS SUPERMARKETS
'HALLOWEEN DIGITAL 2022'



CLIENT	WOOLWORTHS SUPERMARKETS
AGENCY	WELLCOM WORLDWIDE
TEAM LEADER	ANNALISE SCIBERRAS
CREATIVE DIRECTOR	OLIVER HAMMERTON, ANDREW HEYWOOD & JUSTIN THOMAS
ACCOUNT DIRECTOR	KARIENA FOYLE & GEMMA JONES
DESIGNER	TENIKA HERTNER WARREN, WAYNE BOYD AND THE WELLCOM STUDIO TEAM
STYLIST	JENNY BOOTH
PHOTOGRAPHER / PRODUCER / RETOUCHER	PAUL MASON, SEAN THOMAS, GRANT GLAVES AND STEVE CHAMBERS
PRODUCTION MANAGER	ROHAN PERKINS, KERRY HUMPHRIES, NATALIE ZIZIC & BRAEDY NEAL
PRE-PRESS COMPANY/ PERSON	IVE / MONIQUE LOCKINGTON
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	5 700 000



FREEDOM
'Autumn Winter 23
Homewares'
Produced by
The General Store



COLES
'Coles Magazine'
Produced by Medium Rare
Content Agency



WOOLWORTHS SUPERMARKETS
'Baby and Toddler
February 2023'
Produced by
Wellcom Worldwide



IS YOUR LETTERBOX COVERED?

Join the Distribution Standards Board to ensure your brand is compliant to the regulations across Letterbox Distribution.

For as little as \$500 per annum you can ensure your brand is protected and operating under best-practice.

Contact hello@dsb.org.au to learn more.

THE BENEFITS OF MEMBERSHIP

Ensure your brand supports best-practice across Letterbox Distribution.

Implement industry best-practice in your procurement requirements.

Understand Letterbox Distribution delivery regulations to avoid fines or penalties.



HOTLINE: 1800 676 136
WEBSITE: www.dsb.org.au

Investing in Australia's largest fleet of electric delivery vehicles



Delivering like never before



DATA DRIVEN CAMPAIGNS

PROUDLY SPONSORED BY



P50

DATA DRIVEN CAMPAIGNS
- UNDER 100,000 RECIPIENTS
- ALL SECTORS

P51

DATA DRIVEN CAMPAIGNS
- OVER 100,000 RECIPIENTS
- ALL SECTORS

DATA DRIVEN CAMPAIGNS

DD1 - DATA DRIVEN CAMPAIGNS
- UNDER 100,000 RECIPIENTS
- ALL SECTORS

2023 WINNER

FREEDOM
'AUTUMN WINTER 23 HOMEWARES'



CLIENT	FREEDOM
AGENCY	THE GENERAL STORE
TEAM LEADER	GEORGIA GILL-PILT & KATHERINE MARTIN
CREATIVE DIRECTOR	REESHMA BHANJI
ACCOUNT DIRECTOR	NATALIE ALAIMO
DESIGNER	MEENA MAXWELL
COPYWRITER	SARAH MARSHALL
STYLIST	JOSEPH GARDNER
PHOTOGRAPHER / PRODUCER / RETOUCHER	VICTORIA ZSCHOMMLER
PRODUCTION MANAGER	MATT CHEE
PRINTER	HH GLOBAL
DISTRIBUTOR	AUSTRALIA POST
QUANTITY PRODUCED	65000

DATA DRIVEN CAMPAIGNS

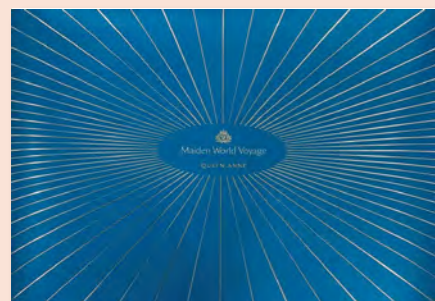
DD2 - DATA DRIVEN CAMPAIGNS
- OVER 100,000 RECIPIENTS
- ALL SECTORS

2023 WINNER

UP BANKING
'DEBIT CARD MAILER'



CLIENT	UP BANKING DEBIT CARD MAILER
AGENCY	IN-HOUSE TEAM
TEAM LEADER	ANSON PARKER
CREATIVE DIRECTOR	PETE JOHNSON
ACCOUNT DIRECTOR	SEB NEYLAN / PAUL TAGELL
DESIGNER	PETE JOHNSON
COPYWRITER	JOEL FREW
STYLIST	SHARMA HEYLEN-SILVIA
PRODUCTION MANAGER	PAUL TAGELL / SEB NEYLAN
PRE-PRESS COMPANY/ PERSON	TAYLOR'D PRESS
PRINTER	TAYLOR'D PRESS
DISTRIBUTOR	PLACARD
QUANTITY PRODUCED	150000



CUNARD
'Queen Anne World Voyage'
Produced by EM Creative



THE STAR
'Gaming Slots 2022'
Produced by In-House Team



KENT SADDLERY
'Catalogue 2023'
Produced by In-House Team

OTHER FINALISTS



NUTRIMETICS
'A5 Welcome Christmas Brochure 2022'
Produced by In-House Team



CAMP QUALITY
'Tax Appeal 2023'
Produced by Tin Factory Creative



PETER SHEPPARD
'Autumn Winter 2023 Collection'
Produced by In-House Team

DATA DRIVEN CAMPAIGNS

DD3 - DATA DRIVEN CAMPAIGNS
- CHARITY AND FUNDRAISING CAMPAIGNS

2023 WINNER

CAMP QUALITY
'TAX APPEAL 2023'



CLIENT
AGENCY
TEAM LEADER

ACCOUNT DIRECTOR

DESIGNER

COPYWRITER

PRODUCTION MANAGER

PRE-PRESS COMPANY/
PERSON

PRINTER

DISTRIBUTOR

QUANTITY PRODUCED

CAMP QUALITY
TIN FACTORY CREATIVE
HAZEL GRUNWALDT, HEAD
OF PHILANTHROPY AND
DONOR ENGAGEMENT,
CAMP QUALITY
VIOLETA HERRERO,
CONVERSIFY
TIN FACTORY CREATIVE
KYLIE HATFIELD
RYAN DOYLE
CONVERSIFY/MARK
SHERRARD-SMITH
CONVERSIFY
AUSTRALIA POST
15000

SUBSCRIBE TO VoPP MAG TODAY



Do you want to shine in marketing excellence?
Subscribe to the VoPP Mag today.

All Real Media Awards community members
receive an annual complimentary subscription*

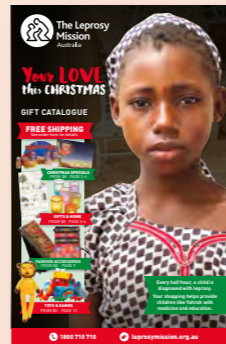
OTHER FINALISTS



CHEMIST WAREHOUSE
'Charity & Fundraising
Campaigns'
Produced by In-House Team



MND
'Direct Mail
Tax Appeal 2023'
Produced by
MND Vic & GH2 Design



THE LEPROSY MISSION
'Cure One
Acquisition 2022'
Produced by TA Design UK



In partnership with the Visual Media Association, the VoPP campaigns explores effective campaigns across the world, exploring the most creative, innovative and successful campaigns across established media. All Real Media Awards participants can register without charge using the **PROMOCODE: RMA2024**.

VoPP

To register for your copy of VoPP Mag go to www.vopp.com.au or to advertise contact creative@visualmediaassociation.org.au

★ OFFER
ANNUAL SUBSCRIPTION
TO RMA COMMUNITY
PROMO CODE
RMA2024

Looking to
REPLACE
non - renewable
packaging?
UPM papers
is your answer!

upmspecialtypapers.com 

UPM SPECIALTY PAPERS

PUBLISHING

PROUDLY SPONSORED BY



P56
P57

MAGAZINES
BOOKS

PUBLISHING

P1 - MAGAZINES

2023 WINNER

DAVID JONES
'JONES MAGAZINE THE ICONS ISSUE'



CLIENT	DAVID JONES
AGENCY	MEDIUM RARE CONTENT AGENCY IN-HOUSE TEAM
TEAM LEADER	PHILLIPA MORONEY (EDIOTR IN CHIEF)
CREATIVE DIRECTOR	CARLY ROBERTS (DESIGN DIRECTOR), JAMES RICHARDS (ART DIRECTOR), REBECCA TAY (CONTENT DIRECTOR)
ACCOUNT DIRECTOR	ROCHELLE RUDD
DESIGNER	ADA MAY (CREATIVE PRODUCER)
COPYWRITER	BROOKE LE POER TRENCH (MANAGING EDITOR), LAURA CULBERT
STYLIST	CLAUDIA JUKIC (STYLE EDITOR), RACHEL WAYMAN (FASHION DIRECTOR)
PRODUCTION MANAGER	REBBECA MOORE
PRE-PRESS COMPANY/ PERSON	MEDIUM RARE CONTENT AGENCY
PRINTER	IVE GROUP
DISTRIBUTOR	IVE GROUP
QUANTITY PRODUCED	50,000

PUBLISHING

P2 - BOOKS

2023 WINNER

THE BLUE MOUNTAINS GUIDE BOOK
'EPIC & WILD'



CLIENT	LOSTMTNS
AGENCY	SOLITARY FOX
TEAM LEADER	#LOSTMTNS TEAM
CREATIVE DIRECTOR	DAVID SMITH @ SOLITARY FOX
DESIGNER	DAN FERGUSON @ SOLITARY FOX
COPYWRITER	#LOSTMTNS TEAM
PHOTOGRAPHER / PRODUCER / RETOUCHER	#LOSTMTNS TEAM & SOLITARY FOX
PRODUCTION MANAGER	JUSTIN HUNTER
PRE-PRESS COMPANY/ PERSON	#LOSTMTNS TEAM
PRINTER	SOUTHERN IMPACT
DISTRIBUTOR	TOURISM OUTLETS/ BOOKSTORES AND VARIOUS ONLINE OUTLETS - INCLUDING OUR OWN.
QUANTITY PRODUCED	35,000



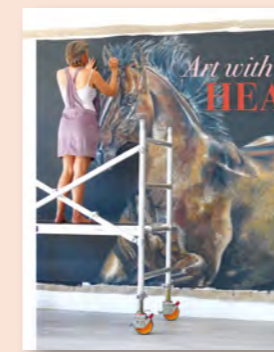
BALL & DOGGETT
'GSM Magazine Issue 20'
Produced by Zoo Creative



COLES
'Christmas Your Way Magazine'
Produced by Medium Rare Content Agency



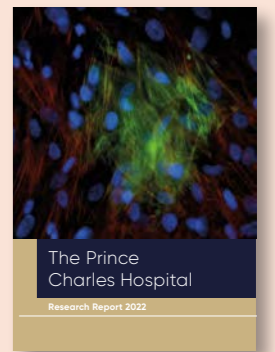
WOOLWORTHS SUPERMARKETS
'Fresh Ideas Magazine'
Produced by In-House Team and Hogarth Australia



VICTORIAN RACING CLUB
'Carnival Magazine'
Produced by Different Drum



CLASSIC LIFESTYLE
'The Royal Edition'
Produced by Phil Harte International



THE PRINCE CHARLES HOSPITAL
'Research Report 2022'
Produced by 121 Creative Geebung

Data-Driven Communications



We help our clients connect with their customers through personalised, data-driven customer experiences.

Enquire at ivegroup.com.au

ive

DIGITAL

PROUDLY SPONSORED BY

ive

P60 PUBLICATIONS
P61 CAMPAIGN

D1 - PUBLICATIONS

2023 WINNER

DIRECT CHEMIST OUTLET
'LOVE IS TRUE WITH 2 FOR YOU'



CLIENT	DIRECT CHEMIST OUTLET
AGENCY	DCO IN-HOUSE TEAM
TEAM LEADER	RYAN FEHILY
CREATIVE DIRECTOR	RYAN FEHILY
ACCOUNT DIRECTOR	RYAN FEHILY
DESIGNER	VI VUONG, LIZZIE SPENCER, NADEESHA GAMAGE
COPYWRITER	IRENE VERGOS, NADEESHA GAMAGE, JUSTINE GRIMALDI
PHOTOGRAPHER / PRODUCER / RETOUCHER	VI VUONG, LIZZIE SPENCER, NADEESHA GAMAGE
PRODUCTION MANAGER	RYAN FEHILY
PRE-PRESS COMPANY/ PERSON	DCO IN-HOUSE TEAM
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	757359

D2 - CAMPAIGN

2023 WINNER

KMART
'CHRISTMAS 2022'



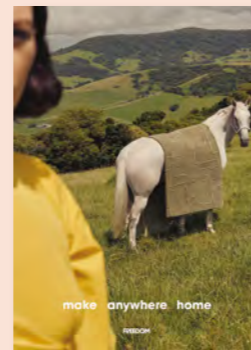
CLIENT	KMART AUSTRALIA
AGENCY	IN-HOUSE TEAM
TEAM LEADER	AS ABOVE
CREATIVE DIRECTOR	AS ABOVE
ACCOUNT DIRECTOR	AS ABOVE
DESIGNER	AS ABOVE
COPYWRITER	AS ABOVE
STYLIST	AS ABOVE
PHOTOGRAPHER / PRODUCER / RETOUCHER	AS ABOVE
PRODUCTION MANAGER	AS ABOVE



YULONG STUD
'2023 Stallions'
Produced by Kick Collective



ACUITY MAGAZINE
'Digital Edition'
Produced by Medium Rare Content Agency
In-House Team



FREEDOM
'Autumn Winter 23 Homewares'
Produced by The General Store



BEACON LIGHTING
'Live Brighter 2023'
Produced by In-House Team



CHEMIST WAREHOUSE
'Delta Power 2023'
Produced by In-House Team



PETER SHEPPARD
'Autumn Winter 2023 Collection'
Produced by In-House Team



ESTD 1888

Conqueror

**Rediscover Conqueror
from Spicers.
Full Circle, Full Brilliance.**

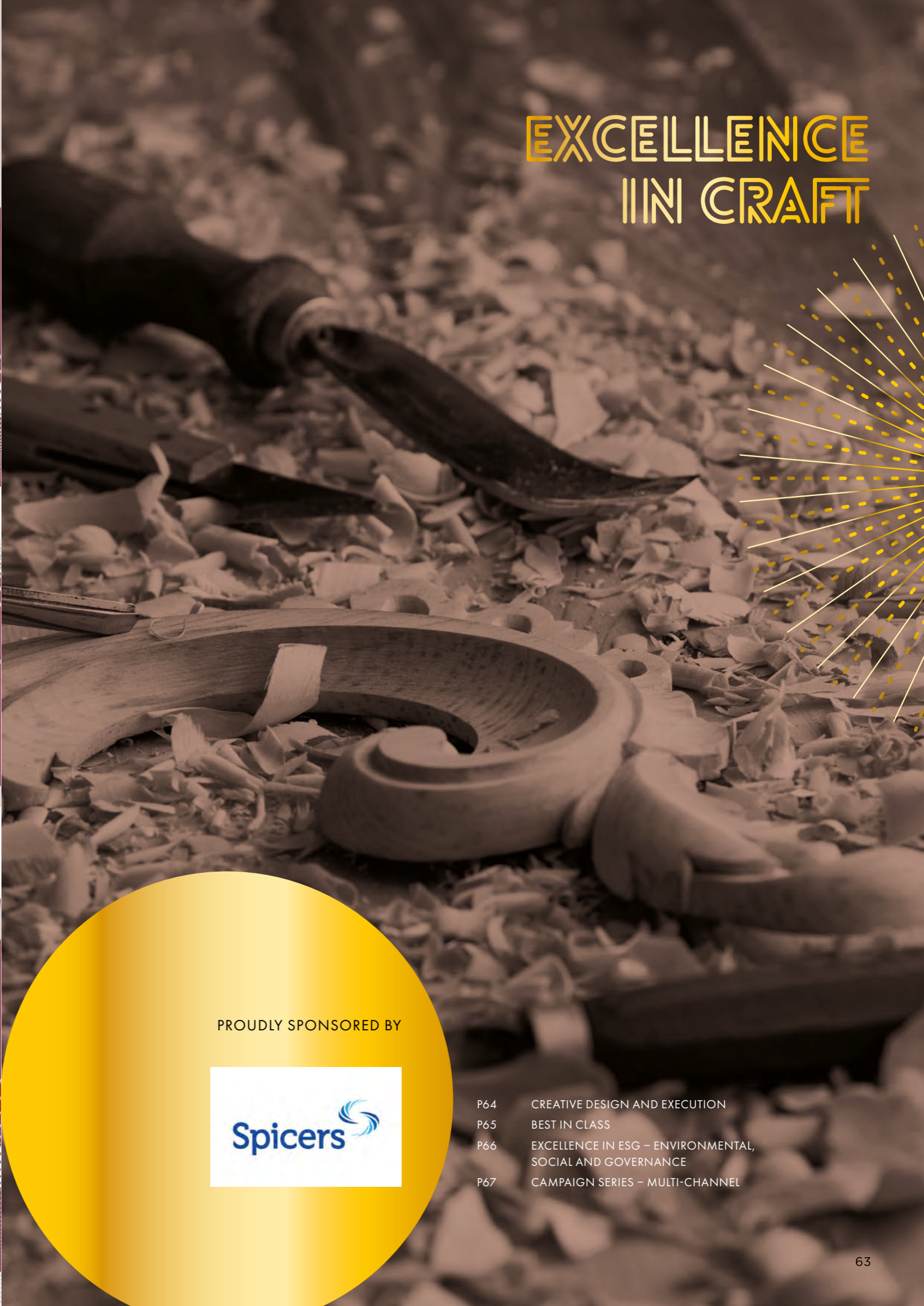
Paper for global communications.
From business identities to royal
invitations & luxury look books,
Conqueror's reliable, best-in-class
quality is trusted by global brands
around the world.

You can continue to enjoy these
beloved and iconic papers
now available from Spicers.



1300 132 644 | spicers.com.au

EXCELLENCE IN CRAFT



PROUDLY SPONSORED BY



- P64 CREATIVE DESIGN AND EXECUTION
- P65 BEST IN CLASS
- P66 EXCELLENCE IN ESG – ENVIRONMENTAL,
SOCIAL AND GOVERNANCE
- P67 CAMPAIGN SERIES – MULTI-CHANNEL

EXCELLENCE IN CRAFT

E1 - CREATIVE DESIGN AND EXECUTION

2023 WINNER

SPICERS
'BOUNDLESS IMMERSIVE'



CLIENT	SPICERS
AGENCY	ERD
TEAM LEADER	CYNDI SETIA
CREATIVE DIRECTOR	ERD STUDIO
ACCOUNT DIRECTOR	ERD STUDIO
DESIGNER	NICOLETTE ATKINSON
COPYWRITER	PETER IVAN
PHOTOGRAPHER / PRODUCER / RETOUCHER	GREG ELMS / ERD STUDIO
PRODUCTION MANAGER	ERD STUDIO
PRE-PRESS COMPANY/ PERSON	ERD STUDIO
PRINTER	GUNN & TAYLOR AND PRESS PRINT DIGITAL
DISTRIBUTOR	SPICERS
QUANTITY PRODUCED	4000

EXCELLENCE IN CRAFT

E2 - BEST IN CLASS

2023 WINNER

GENERAL MILLS
'OLD EL PASO TACO TUESDAYS DISPLAYS'



CLIENT	GENERAL MILLS - OLD EL PASO
AGENCY	IN-HOUSE TEAM
ACCOUNT DIRECTOR	JENNIFER CUNNINGHAM
PRODUCTION MANAGER	NICK TOZER
PRE-PRESS COMPANY/ PERSON	VINCE PEZZANITI
PRINTER	IVE GROUP
QUANTITY PRODUCED	12 PHYSICAL ACTIVATIONS



UP BANKING
'Debit Card Mailer'
Produced by In-House Team



TORRENS UNIVERSITY AUSTRALIA
'2023 International
Student Course Guide'
Produced by In-House Team



VICINITY CENTRES
'Monopoly'
Produced by In-House Team



VICINITY CENTRES
'Monopoly'
Produced by In-House Team



MITRE 10
'We're Stripping Back
Prices July 2022'
Produced by Dig Agency and
Mitre10 In-House Team



RUNWAY ROOM
'Flagship Store
Fit-Out'
Produced by In-House Team

EXCELLENCE IN CRAFT

E3 - ESG - ENVIRONMENTAL, SOCIAL AND GOVERNANCE

2023 WINNER

KWIK KOPY
'SUSTAINABLE PRINT DIRECT MAIL CAMPAIGN'



CLIENT	KWIK KOPY AUSTRALIA
AGENCY	121 CREATIVE GEEBUNG
TEAM LEADER	KARIN INGRAM - KWIK KOPY AUSTRALIA
CREATIVE DIRECTOR	ISAAC GIBSON - 121 CREATIVE GEEBUNG
ACCOUNT DIRECTOR	A.J HIGHTOWER - 121 CREATIVE GEEBUNG
DESIGNER	ISAAC GIBSON - 121 CREATIVE GEEBUNG
COPYWRITER	DALYA SHAW - 121 CREATIVE GEEBUNG
PRE-PRESS COMPANY/ PERSON	KWIK KOPY NORWOOD
PRINTER	KWIK KOPY NORWOOD
DISTRIBUTOR	KWIK KOPY NORWOOD
QUANTITY PRODUCED	1000

EXCELLENCE IN CRAFT

E4 - CAMPAIGN SERIES - MULTI-CHANNEL

2023 WINNER

WOOLWORTHS SUPERMARKETS
'HALLOWEEN 2022'



CLIENT	WOOLWORTHS SUPERMARKETS
AGENCY	WELLCOM WORLDWIDE
TEAM LEADER	ANNALISE SCIBERRAS
CREATIVE DIRECTOR	OLIVER HAMMERTON, ANDREW HEYWOOD & JUSTIN THOMAS
ACCOUNT DIRECTOR	KARIENA FOYLE & GEMMA JONES
DESIGNER	TENIKA HERTNER WARREN, WAYNE BOYD AND THE WELLCOM STUDIO TEAM
STYLIST	JENNY BOOTH
PHOTOGRAPHER / PRODUCER / RETOUCHER	PAUL MASON, SEAN THOMAS, GRANT GLAVES AND STEVE CHAMBERS
PRODUCTION MANAGER	ROHAN PERKINS, KERRY HUMPHRIES, NATALIE ZIZIC & BRAEDY NEAL
PRE-PRESS COMPANY/ PERSON	IVE / MONIQUE LOCKINGTON
PRINTER	IVE
DISTRIBUTOR	IVE
QUANTITY PRODUCED	5 700 000

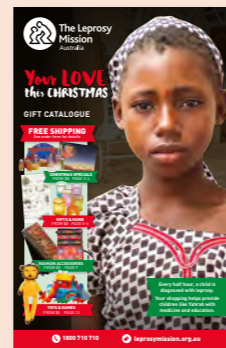
OTHER FINALISTS



SPICERS
'Environs'
Produced by Liquorice Studio



KMART
'Winter Apparel 2023'
Produced by In-House Team



THE LEPROSY MISSION
**'Cure One
Acquisition 2022'**
Produced by TA Design UK



ALDI SUPERMARKETS
'Overcooked Generosity'
Produced by BMF Australia



KMART
**'Low Prices for Life
Brand Reset'**
Produced by In-House Team



CHEMIST WAREHOUSE
**'October 2022 Big
Beauty Sale'**
Produced by In-House Team

Ball & Doggett

ecoporium

by Ball & Doggett



The Destination for Sustainable Packaging.



Ball & Doggett are transformational partners through the changing landscape of the packaging industry.

Visit our website to view interviews with industry experts.

Media Partner
PKN
PACKAGING NEWS

✉ hello@ecoporium.com.au
☎ 0421 619 558
🌐 ecoporium.com.au

PACKAGING

PROUDLY SPONSORED BY

Ball & Doggett

P70 PACKAGING
P71 BRAND ACTIVATION
P72 LABELS

PACKAGING

PI1 - PACKAGING

2023 WINNER

SPICERS
‘MINI VITS PACKAGING CAMPAIGN’



CLIENT	SPICERS
AGENCY	CONTAIN STUDIO
TEAM LEADER	CYNDI SETIA
CREATIVE DIRECTOR	CONTAIN STUDIO
ACCOUNT DIRECTOR	CYNDI SETIA
DESIGNER	CONTAIN STUDIO
COPYWRITER	CONTAIN STUDIO
PHOTOGRAPHER / PRODUCER / RETOUCHER	MARK LOBO
PRODUCTION MANAGER	SPICERS
PRE-PRESS COMPANY/ PERSON	CONTAIN STUDIO
PRINTER	ADAMS PRINT
DISTRIBUTOR	SPICERS
QUANTITY PRODUCED	3000

PACKAGING

PI2 - BRAND ACTIVATION

2023 WINNER

CHEMIST WAREHOUSE
‘AUSTRALIAN OPEN JANUARY 2023’



CLIENT	CW RETAIL
AGENCY	CW MEDIA IN-HOUSE CREATIVE TEAM
TEAM LEADER	VEDAT ILGAZ
CREATIVE DIRECTOR	DANNY BOSEVSKI / KATHRINA MABILANGAN
ACCOUNT DIRECTOR	SAM CRISCIONE
DESIGNER	LUKE ZAGAMI
PHOTOGRAPHER / PRODUCER / RETOUCHER	KRISTIAN CIGAGNA
PRODUCTION MANAGER	LOUISE WOOD - IVE
PRE-PRESS COMPANY/ PERSON	IVE PREPRESS
PRINTER	VE PRINT WEB OFFSET
DISTRIBUTOR	IVE DISTRIBUTION
QUANTITY PRODUCED	5657273

OTHER FINALISTS



CHEMIST WAREHOUSE
‘Power Fragrance
by Delta Goodrem’
Produced by Date of Birth



**THE MINISTRY OF
CHOCOLATE**
‘Stiletto Packaging’
Produced by In-House Team



SPICERS
‘Wash Pods Packaging
Campaign’
Produced by Contain Studio

OTHER FINALISTS



MYER
‘Giftorium 2022’
Produced by IVE Group
In-House Team



GENERAL MILLS
‘Old El Paso Displays’
Produced by IVE Group
In-House Team



MONSTER ENERGY
‘Call of Duty
Point-of-Sale’
Produced by Eye Candy

PACKAGING

PI3 - LABELS

2023 WINNER

OLIVER'S TARANGA VINEYARDS 'THE GREATS'



CLIENT	OLIVER'S TARANGA
AGENCY	BYERLEE DESIGN
TEAM LEADER	DAVID BYERLEE
CREATIVE DIRECTOR	DAVID BYERLEE
ACCOUNT DIRECTOR	DAVID BYERLEE
DESIGNER	DAVID BYERLEE
COPYWRITER	OLIVER'S TARANGA
STYLIST	DAVID BYERLEE
PHOTOGRAPHER / PRODUCER / RETOUCHER	MARK LOBO
PRODUCTION MANAGER	DAVID BYERLEE
PRE-PRESS	TRACY COAD
PRINTER	CCL AUSTRALIA (BAROSSA SITE)
DISTRIBUTOR	OLIVER'S TARANGA
QUANTITY PRODUCED	13900 (2020HJ - 8900, 2020DJ - 1700, 2021RW - 3300)



JALA JALA CHOCOLATE BARS

Produced by IVE Creative Studio



THE MINISTRY OF CHOCOLATE

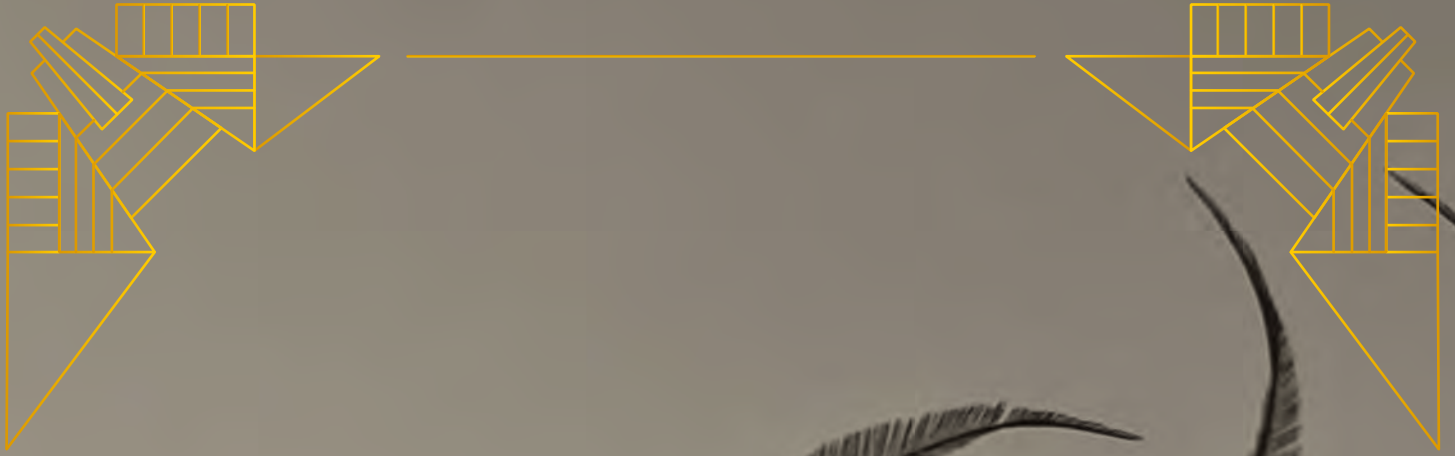
'Stiletto Packaging'
Produced by In-House Team



MELLO YELLOW LEMON CELLO

Produced by 121 Creative Geebung





REAL
MEDIA
AWARDS

+61 3 9421 2206
awards@thermc.com.au

Suite 6, 151 Barkly Ave
Richmond VIC 3121 Australia

visualmediaassociation.org.au