

# 2021 AMI AWARDS FINALISTS

## Victoria

### Brand Revitalisation

- Tassal - Switch it for Salmon – Havas Village + Tassal Group
- JO takes flight' the launch/refresh for Gravity Espresso – Bean Alliance Group + Gravity Espresso

### Certified Practising Marketer of the Year

- Anne Miles
- Jean-Luc Ambrosi

### Chief Marketing Officer of the Year

- Susan Castle
- Chrissie Maus

### Content Marketing

- Navigating uncertainty during coronavirus - TelstraSuper
- Make the Healthier Switch' with Birds Eye and 28 by Sam Wood - Simplot Australia

### Creativity in Brand, Product or Service Marketing

- World's Largest Drive-Thru (CHAP-DRIVE-THRU) - Chapel Street Precinct Association Inc. (CSPA)
- Click for Vic + Visit Victoria + SIRAP Motion Lab + MediaCom + Principle Media Group (PMG)

### Customer Experience Marketing

- World's Largest Drive Thru (CHAP-DRIVE-THRU) - Chapel Street Precinct Association Inc. (CSPA)

### Emerging Marketer of the Year

- Tiarna Pepall
- Bianca Ling

### Event or Experiential Marketing

- The AURECONS 2020 Virtual Award Ceremony - Aurecon

### Future Leader of the Year

- Michelle Fifi

### Insight Driven Marketing

- If you feel sensitive, feel QV - Ego Pharmaceuticals + Channel T - Lead Creative Agency + T Garage - Lead Research Agency

### Integrated Marketing Communications Program

- Tassal - Switch it for Salmon - Havas Village + Tassal Group
- Click for Vic – Visit Victoria + SIRAP Motion Lab + MediaCom + Principle Media Group (PMG)

### Loyalty and Retention

- My QV Rewards - Ego Pharmaceuticals - QV Skincare + Stamp Me Loyalty Solutions
- My MINI – MINI + Lucio.AI
- JLL COVID Response "Love your Local" - Wink + JLL

### Marketing Agency of the Year

- Impressive

### Marketing Team of the Year

- Ego Pharmaceuticals
- TelstraSuper
- Australia Post

### Not for Profit Marketing

- You Haven't Been Drinking Alone - Icon Agency
- I am Deaf - Expression Australia + We are Savvy and The Media Precinct
- Shopping Social Distance Style (Ballerina Betty) - Chapel Street Precinct Association Inc. (CSPA)
- Red Shield Appeal 2020 - integrity agency + The Salvation Army

### Small Budget Marketing

- My MINI - MINI + Lucio.AI

### Social Change Marketing

- You Haven't Been Drinking Alone - Icon Agency
- TWO WORDS. SUPPORT LOCAL - Chapel Street Precinct Association Inc. (CSPA)
- Keeping our Communities COVID Safe - EACH

### Social Media Marketing

- Lemonade out of Lemons - Chapel Street Precinct Association Inc. (CSPA)
- AITSL's 2020 World Teachers' Day Campaign - Australian Institute for Teaching and School Leadership

### Student Achievement

- Maham Fahar Qaiser - Deakin University





## 2020 AMI AWARDS FOR MARKETING EXCELLENCE

### CERTIFIED PRACTICING MARKETER OF THE YEAR

PRESENTED TO:

**Anne Miles**

**LYNDA CAVALERA**  
AMI Chairperson  
17 August 2020

