

# APPA AWARDS CASE STUDIES



APPA AWARDS 2017  
FOR PROMOTIONAL  
EXCELLENCE  
BEST SUPPLIER



AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

# PLATINUM AWARD FOR OVERALL EXCELLENCE



APPA's Platinum Award for Overall Excellence is awarded by the judging panel to the award entrant considered as the stand out of all the awards, recognised for their excellence..

**Company:** BTL

**Client:** Kimberly-Clark

**Product:** Huggies® Wooden Toys

## The Brief:

Kimberly-Clark leads the world in providing essentials for a better life and there is no brand that exemplifies this more than Huggies®. Launched in New Zealand in 1992 Huggies® is now the leading brand of nappies and baby wipes.

Although the brand has high share in newborns the brand's share starts to decline as babies get older. The core business problem is that whilst mums understand that Huggies® are the best nappy, not all mums think they are worth paying the premium for as baby gets older.

In 2016 Kimberly-Clark came to BTL with the challenge to address this business issue with a short-term loyalty programme across all Key Accounts, featuring a set of promotional products.

The promotional products had to have a strong enough appeal to convince Mums that Huggies® nappies are worth paying a premium for.

## The Promotional Products:

After extensive research and consultation with Kimberly-Clark it was agreed to proceed with a promotion that rewarded mums for their loyalty with a new toy for their babies.

BTL created three bespoke, painted, wooden animal toys with a Kiwiana theme. Offering three toys provided mums the opportunity to collect all three toys and ensured maximum sales as mums stockpiled to ensure they could redeem at least one toy. The toys were designed by BTL's creative team to offer stimulation, education and shared play opportunities for mums and their babies. Each toy offered different

challenges for babies as they developed their fine motor skills.

Most importantly the toys provided perfect opportunities for mums to give their babies big hugs – strongly reinforcing Huggies® brand values.

Due to the nature of the product BTL also had to organise stringent safety testing to meet the strict regulations required in New Zealand.

The three toys were all completely original to the New Zealand market, offering a money can't buy appeal as mums could not purchase them anywhere else. The three toys were:

- » Animal Skittles: 6 animal themed skittles
- » Pull Along Toy: Sheep and lamb
- » Balancing Boat: Included 6 pairs of stackable animals

Over 8,500 wooden toys were created to cover the 12 week promotional period. Every 100 points collected by shoppers from purchasing eligible Huggies® product allowed the shoppers to redeem a toy (paying P&H only). Some redeemed only one but many redeemed all three. The campaign used SnapShop, a receipt validation tool that enabled simple uploading of receipts to the microsite.

## The Results:

The 2016 Huggies® Wooden Toys campaign was a huge success. BTL's investment in time, commitment and understanding of the Huggies® Brand was rewarded with all the client objectives being well exceeded and a 2017 Huggies® promotion is now in market.

## WHAT THE JUDGES SAID:

- » *The campaign exceeded all objectives in the development of the promotional item.*
- » *This product has helped to encourage brand switch on a premium priced necessity item and drive traffic to the Huggies Baby Club website, by providing a desirable incentive.*
- » *Design of this item was well thought out in the development, and clever use of Kiwiana themes.*
- » *The uniquely Kiwi identity and high quality of the promotional item on offer is fantastic. A limited item that has huge appeal.*



# BUSINESS TO BUSINESS (B2B) (NZ)

This category is about the development, use and performance of promotional products in a B2B marketing campaign. The promotional products need to be an integral part of the campaign or have a clear contribution to the campaign. The campaign can be ongoing or with a finite end date. We are looking for the most effective use of promotional products developed to increase sales or improve brand awareness or to support a specialist campaign. Specialist campaigns can include (but not limited to) new product launch or strategy launch.

**Company:** All About Promo

**Client:** Firth

**Product:** Firth – Harden Up!

## Two Briefs:

The Firth brand is one of New Zealand's best known, most trusted and most enduring trade names. A brand that is synonymous with concrete innovation, leadership, consistent product quality and superior customer service.

**Brief 1:** Concrete is pretty boring... and concrete conferences? Well, you can imagine! A memorable, affordable and fun giveaway was required for the NZ Concrete Conference to get people talking about Firth.

**Brief 2:** Dricon was launching new cement packaging – once again, a pretty dry subject. Reps needed a conversation starter to help the distributors and tradespeople see that Firth had listened to their concerns and made significant changes.

Tradespeople were asking for change. A survey highlighted their needs and preferences. The challenge was to communicate to the retailers and tradespeople that Firth has listened and innovated to provide packaging to help tradies spot the specific bags they needed from a stack and, at a glance, understand which product to use for each situation. Firth needed a quirky sales tool to highlight that they had made relevant changes and to help them 'get it'.

## Target Audiences:

**Brief 1:** The Concrete Conference was attended by Builders, Installers, Developers, Concrete Placers and Finishers

**Brief 2:** The communication for the Dricon packaging changes was targeted at the main distributors – hardware merchants like Placemakers

## Solutions:

A fun and affordable giveaway was designed for conference to provoke a few laughs. A humour related item that could be taken away encouraged conversation and brand-sharing with others post-conference too.



### 1. FIRTH CONCRETE PILLS (aka Mints)

Recommended Use: For support in times of stress, exhaustion, fatigue, tension or nervousness. Dosage: Take 1 or 2 tablets to help you harden the hell up!

### 2. DRICON MINIATURE CEMENT PACKS

(aka Playing Card Boxes filled with Bags of Sweets) Three of the new packaging brands were reproduced in miniature with playing card boxes and each filled with a different pack of lollies. The mini boxes communicated all the innovations Dricon had introduced to ensure tradies could choose the correct products at a glance.

## The Results:

### 1. Firth Concrete Pills

The concrete pills created a lot of conversation and demand, with the client getting requests to supply the pills long after the conference. They were a huge hit with everyone across Firth who are always wanting more. Customers and industry members enjoy the quirkiness of them, a bit tongue in cheek, and always got a laugh, especially in an industry that is currently booming, with everyone working long hours.

### 2. Dricon Miniature Boxes

The miniature reproductions provided a fun representation of how Firth had listened to customer concerns. The quality presentation of the packaged sweets reflected Firth's brand values of innovation and superior product quality. Each branded box contained a different quality product and provided an element of surprise and delight. The small, light size made them convenient for builders to demonstrate to their labourers how the new packaging works and what to look for when choosing which product to use.

## WHAT THE JUDGES SAID:

- » *The client's brief was achieved - making a conference about concrete could be challenging. With the variety of product offered, and the language this has been a fun promotion and it definitely promote some great conversation.*
- » *I really like the use of the term 'harden up' as the fit with the client's product and business customer is excellent. In terms of drawing attention to the new packaging and having a quirky conversation starter between retailers and tradies I think this concept would have gone down really well.*
- » *On a limited budget, this campaign has created a variety of products to open up discussion with the client. A fun, tactical way to also demonstrate the range of products that trades people could identify easily.*
- » *The bang for buck on this campaign would have been really high. I can't imagine the product cost much to make but the impact would have been highly memorable and engaging. Therefore, this is a fine example of creativity enhancing the return on investment.*

# CONSUMER PROGRAMS/GWP (NZ)

This category is about, the most effective consumer promotional product marketing programs or campaigns through retail or other sales channel based on sales. This category includes incentive programs in which a product was given away with the purchase of client's product or service, gift with purchase, packaging, point of sale, retail product merchandising.

**Company:** BTL

**Client:** Beam Suntory New Zealand

**Product:** Canadian Club Table (with Foosball)

## The Brief:

Canadian Club is a refreshing alternative to beer with a goal of waking up consumers from their 'sleep drinking' habits and choosing something different for a change.

Canadian Club is a mainstream premium brand. The target differs from mainstream dark spirit drinkers - they are slightly more style conscious, a bit funkier and want to make a little bit more of a statement about who they are. They socialise in large groups and sporting events/outings with friends a regular feature.

Beam Suntory New Zealand came to BTL in 2016 with a brief to create an off premise (liquor store) sweepstake promotion where shoppers could "win in store" (one prize per store over 160 stores) with Canadian Club Full Strength and Canadian Club Dry RTD bottles. The motivation behind the promotion was to not only drive sales but also to raise Canadian Club to top of mind for shoppers before the peak summer trading period. The promotion needed to be in market Sept 2016 for a 2-month duration. Beam Suntory asked BTL to think outside the square and deliver something different than what had been promoted before.

They also asked for the prize to ideally have a big footprint as the larger the prize the more prominent the display would be in store - and hence the more likely it would be to interrupt shoppers. The prize that BTL delivered not only interrupted the shopper, it's uniqueness actually had shoppers stopping in their tracks - allowing them lots of time to consider Canadian Club and potentially change their purchase behaviour.

## The Promotional Products:

BTL set themselves the task of not only providing Canadian Club with something the brand had never used before but also something never seen before in the New Zealand liquor trade.



BTL started by gathering a sound understanding of who the target market was and how they like to spend their spare time. It wasn't long until the team found the perfect product - a glass topped bar table with foosball game and ice bucket built in. It even had cup holders to protect the drink when the foosball got competitive.

It ticked all the boxes. It was new to Canadian Club, new to the New Zealand liquor trade and of high quality, providing the "premiumness" that Canadian Club needed. Most importantly it had huge Canadian Club drinker appeal as it provided a unique way to play a form of sport and socialise at the same time as well as being a little bit funky and a twist from the norm. All in all, it was a statement piece that the target market would aspire to have.

## The Result:

Beam Suntory were delighted with the idea, design, manufacture and delivery of the tables. In fact, they were so pleased that on sight of the proof they ordered additional tables. Anecdotal feedback was that the tables provided the BIG instore impact that they were hoping for and the sales results no doubt reflected this.

## WHAT THE JUDGES SAID:

- » *An opportunity to get the brand in front of an audience before the peak summer trading period. A great example of raising awareness.*
- » *This prize choice fits the target market perfectly and is definitely a head turner within the liquor stores.*
- » *This is a premium desirable prize, creating impact in store and encouraging uptake of sales for the brand in order to win the prize.*
- » *This is a beautiful piece of promotion, and fits well with the brand and the target market.*



# DISTRIBUTOR SELF PROMOTION (NZ)

This category refers to products/programs to promote sales or refine the brand of the distributor company.

**Company:** Marketing Boost Promotions

**Client:** Boost Promotions Clients

**Product:** Re-brand self-promotion launch gift pack

## The Brief:

After 30 years in business, Crippz Promotions and Trendee Promotions re-branded to Boost Promotions with a new name, logo, website and bigger team. To announce this change Boost wanted to surprise their top 300 clients with a 'thank you for your continued support' gift. It was a requirement that this gift detail the re-brand story, company history and be a gift that clients would enjoy, regularly use and keep. The chosen product also needed to demonstrate Boost's capabilities as a promotional marketing agency, serving up quality, creativity and innovation, while communicating the re-brand message. The promotional product used for this campaign was a customised notebook, high quality pen, personalised card and business card housed in a prestigious gift box. The gift set was packaged in a Crippz or Trendee branded bag and couriered to client's desks at the same time the new brand was launched.

To an exceptional standard, the Boost in-house marketing team designed and wrote the re-brand story (consisting of the six customised pages that were printed and with perforated edges). Having tear away pages meant that clients could read our story, but also remove the pages if they desire - maintaining the marketing material or utilising the product as a high-quality off-the-shelf item. The Boost logo was embossed on the front cover and the website on the back which demonstrated both innovation in print capabilities and branding precedent customers could come to expect from Boost. Continuing the new brand PMS colours, all page edges of the notebook were printed with Boost blue. Similarly, the high-quality pens (manufactured in Switzerland) were gifted in either Blue or Pink to represent brand colours, featuring simple Boost branding on the clip. Boost also played their part in considering the environment, as the ecological paper stock was from sustainable forests, using clean energy without the use of harmful chemicals and a new tree is planted for every tree felled.

## The Results:

Boost carried out the rebrand with success. Launching a new website, ordering system, internal and external building signage, car signage, and marketing material in the same week. The Notebook set was strategically delivered to key customers hours before the official EDM's were delivered. The combination of these initiatives drove traffic to our website and encouraged clients and future clients to view and utilise our seriously upgraded services. Success was felt immediately, with customers using the new website immediately and new orders following shortly thereafter. Additionally, several enquiries were made from brands about



placing their own order/s of notebooks – which can be attributed to the high-quality of design, production, suitability and delivery.

## WHAT THE JUDGES SAID:

- » A great example of branding where the story of the company is maintained and strengthened. A quality product that any customer will be delighted.
- » The note book is beautifully presented and would be well used, the section for writing important notes with page numbers, insightful.
- » A lovely range of product presented in a quality box. Anyone would love to receive this gift that explains the business story and the name change.
- » Brilliant to use sustainable paper in the note pad, and good subtle branding. Good delivery to ensure traffic to website.



# LIMITED BUDGET

This category is about the most enterprising and effective promotional product or promotional product campaign where the cost of producing the product itself was to the value of \$5.00 (AUD or NZD) or less. As a promotional product value range this is a hugely competitive space and a real challenge.

<b>Company:</b>	<b>Zinc</b>
<b>Client:</b>	<b>BP</b>
<b>Product:</b>	<b>BP Summer Fun Pack</b>

**The Brief:**

The initial client’s brief, what was the business goal or branding requirements? Was it achieved and how did promo contribute to it being achieved?

BP was looking for a way to brighten up kiwi summer roadtrips with a surprise and delight giveaway for children in the back seat of the car that linked into their instore summer promotion.

One of the challenges for Zinc was to find a way to appeal to both boys and girls, and from toddlers to teens, in a cost effective way. BP came to us with the concept and we created the artwork for the activities and colouring in pages, designed the box layout, designed the counter display boxes and sourced the materials needed.

We designed pages which would be suitable for young children to colour in and pages which older children would be challenged by, like the scavenger hunt.

**How successful was the promotion or campaign? Describe any outcomes, measures of effectiveness of the promotion or campaign ie: increased sales, repeat orders, raised brand awareness, return customers, response rate, social media reach, client feedback etc.**

BP were very happy with the campaign, with the packs receiving positive feedback by customers, with some parents asked by their children to make special trips to BP to get extra packs.

One parent said “it was absolute bliss in the car when the kids had these packs; they were quiet doing the colouring in for ages, then they actually played the scavenger hunt together without fighting!”

**WHAT THE JUDGES SAID:**

- » *An excellent promotion on a tight budget to engage and delight children and parents. The brand awareness, surprise and delight is exceptional.*
- » *Great selection of activities and the addition of a pencil sharpener makes this a fantastic pack.*
- » *A great amusement piece to occupy children in a car with a multitude of games*
- » *Very well thought out pack that you can easily see why it is a hit with parents and children of the ages that it was geared to.*



# MADE IN NEW ZEALAND



This category highlights promoting and producing a promotional product or garment utilizing the very best of NZ made components, manufacturing, suppliers and embellishers. All products entered must meet the requirements of the Fair Trading Act for Country of Origin Labelling.

**Company:** Challenge Marketing

**Client:** Otago Polytechnic

**Product:** Otago Polytechnic Paua Gift

## The Brief:

The client request was to provide a gift to visitors from China who were visiting from Chinese Universities and Colleges. The gift needed to be of quality workmanship, lightweight, portable and represent both the Otago Polytechnic and New Zealand. It also had to align with the client's sustainability and eco-friendly mandate. A piece of New Zealand Rimu and Paua Shells were used which resulted in a beautiful Hand-Crafted item that showed New Zealand's natural beauty and met the client's criteria as outlined above.

The design was to incorporate the Otago Polytechnic logo on to a piece of New Zealand wood. Challenges included how the Swirl in the Otago Polytechnic Logo would be placed on the wood so it would be clear and easily recognisable

The decision was to laser etched the text and Logo (Swirls) into the wood which provided consistency and resulted in a crisp clear look. Paua Shell was then placed inside the Swirl Part of the Logo. The final product was approximately A6 in size.

Because the item was being taken overseas the wood needed to be treated appropriately. Finally, each item was wrapped in tissue paper for protection due transportation.

## The Results:

The client (Otago Polytechnic) and the recipients (Chinese Visitors) were very impressed with the craftsmanship and the products were well received. The client was so impressed that they ordered 3 times the number and now use them to give to all overseas visitors and other dignitaries. The Chinese recipients stated they believed it reflected the natural beauty of New Zealand. Our client representative also commented that in Chinese Astrology wood represents people who have high morals and great confidence.

## WHAT THE JUDGES SAID:

- » *A significant gift using New Zealand natural resources made this an outstanding item to be cherished. The promotion was successful and more items were requested.*
- » *Beautiful piece which represents all the core values in the brief*
- » *The fit of a beautifully crafted New Zealand gift was achieved across a range of products that are unique to New Zealand.*
- » *Stunning design and craftsmanship. Ideal item to use as a keepsake suitable for any student*

# MERCHANDISE PROGRAMS & EVENT MERCHANDISE (NZ)

This category is about the most effective merchandise programs based on take up rates. Merchandise Programs - includes programs where a range of merchandise is created for a client and stock is held and distributed. Event Merchandise – includes give away brand reminders, branded merchandise and onsite event marketing. Programs of high quality and unique merchandise which are consistent in brand message. This category includes custom product development, packaging design, redemption offers, large-scale product fulfilment.

<b>Company:</b>	<b>AMPM Marketing Ltd</b>
<b>Client:</b>	<b>Barfoot &amp; Thompson</b>
<b>Product:</b>	<b>Barfoot &amp; Thompson World Masters Games Collateral</b>

**The Brief:**

Barfoot & Thompson were the principle and naming rights sponsor, for the 2017 World Masters Games, held in Auckland in April 2017. Their brief was to come up with a range of Barfoot & Thompson branded merchandise, that could be easily distributed to each of the expected 26,000 competitors. They had specific price points and targets for distribution. The brief was for promotional merchandise that -

1. Will provide brand awareness of Barfoot’s involvement to the public, media, games competitors and spectators. Another key element was for the merchandise to be used by the various Barfoot branches, to ensure their staff had “ownership” of their involvement.
2. Could be used by the competitors during their respective events
3. Would be able to be used subsequent to the event

AMPM Marketing produced a diverse range of merchandise and marketing collateral, to help ensure success for Barfoots which included wing flags, kilometres of mesh banners for lining the start/finish area, Electron pens, hand held flags, coloured pencil packs, caps, sports towels, drink bottles and assorted apparel for approx. 550 Barfoot event volunteers and competitors.

We showed Barfoot & Thompson what merchandise was available and how best to brand it and we’re very proud of our involvement, in a sporting event that had the highest number of athletes ever seen in New Zealand.

**The Results:**

The event was an outstanding success and received great reviews in the media. It showcased Auckland admirably and importantly, there was huge brand awareness of Barfoot & Thompson’s sponsorship. As a result of this campaign, AMPM Marketing have been asked to help Barfoots with their next project.

**WHAT THE JUDGES SAID:**

- » From the client’s brief, the branding and recognition of this event was very well executed across a range of product.
- » An effective array of products promoting the client’s involvement in this event which is very well targeted
- » This was a massive undertaking, so well done on pulling it off. Most of the merchandise fits the brand. But due to the excessive amounts of short lived disposable items the campaign would have also added to the landfill.
- » Shows that the supplier went above and beyond to produce the required items at the price quoted and quality required.





# PROMOTIONAL PRODUCT INNOVATION & DESIGN (NZ)

This category is about the innovative and creative development of promotional products or designs for use within a promotional product program or campaign that demonstrates innovation and creativity, brand or campaign relevance, and is unique. The innovation/creativity/design must be predominantly developed by the APPA member. This can be in response to a brief or generated by the APPA member for the client.

**Company:** BTL

**Client:** Kimberly-Clark

**Product:** Huggies® Wooden Toys

## The Brief:

Kimberly-Clark leads the world in providing essentials for a better life and there is no brand that exemplifies this more than Huggies®. Launched in New Zealand in 1992 Huggies® is now the leading brand of nappies and baby wipes.

Although the brand has high share in newborns the brand's share starts to decline as babies get older. The core business problem is that whilst mums understand that Huggies® are the best nappy, not all mums think they are worth paying the premium for as baby gets older.

In 2016 Kimberly-Clark came to BTL with the challenge to address this business issue with a short-term loyalty programme across all Key Accounts, featuring a set of promotional products.

The promotional products had to have a strong enough appeal to convince Mums that Huggies® nappies are worth paying a premium for.

## The Promotional Products:

After extensive research and consultation with Kimberly-Clark it was agreed to proceed with a promotion that rewarded mums for their loyalty with a new toy for their babies.

BTL created three bespoke, painted, wooden animal toys with a Kiwiana theme. Offering three toys provided mums the opportunity to collect all three toys and ensured maximum sales as mums stockpiled to ensure they could redeem at least one toy. The toys were designed by BTL's creative team to offer stimulation, education and shared play opportunities for mums and their babies. Each toy offered different challenges for babies as they developed their fine motor skills.

Most importantly the toys provided perfect opportunities for mums to give their babies big hugs – strongly reinforcing Huggies® brand values.

Due to the nature of the product BTL also had to organise stringent safety testing to meet the strict regulations required in New Zealand.

The three toys were all completely original to the New Zealand market, offering a money can't buy appeal as mums could not purchase them anywhere else. The three toys were:

- » Animal Skittles: 6 animal themed skittles
- » Pull Along Toy: Sheep and lamb
- » Balancing Boat: Included 6 pairs of stackable animals

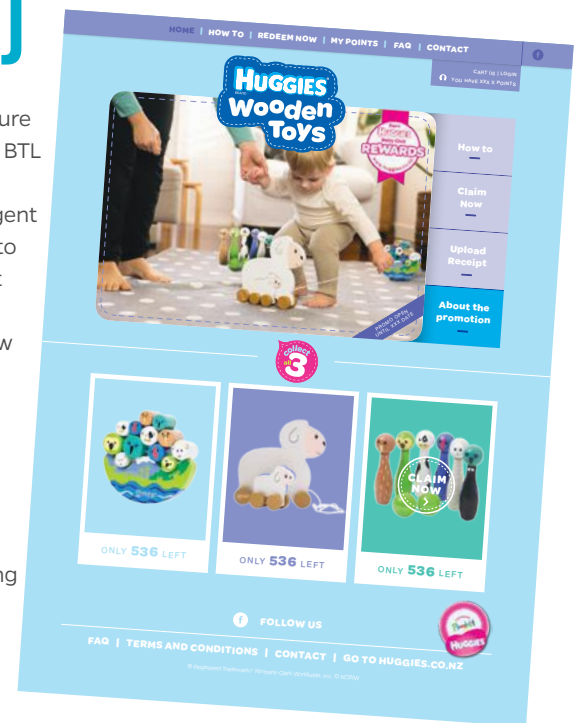
Over 8,500 wooden toys were created to cover the 12 week promotional period. Every 100 points collected by shoppers from purchasing eligible Huggies® product allowed the shoppers to redeem a toy (paying P&H only). Some redeemed only one but many redeemed all three. The campaign used SnapShop, a receipt validation tool that enabled simple uploading of receipts to the microsite.

## The Results:

The 2016 Huggies® Wooden Toys campaign was a huge success. BTL's investment in time, commitment and understanding of the Huggies® Brand was rewarded with all the client objectives being well exceeded and a 2017 Huggies® promotion is now in market.

## WHAT THE JUDGES SAID:

- » *The campaign exceeded all objectives in the development of the promotional item.*
- » *This product has helped to encourage brand switch on a premium priced necessity item and drive traffic to the Huggies Baby Club website, by providing a desirable incentive.*
- » *Design of this item was well thought out in the development, and clever use of kiwiana themes.*
- » *The uniquely Kiwi identity and high quality of the promotional item on offer is fantastic. A limited item that has huge appeal.*



# SUSTAINABLE/ECO FRIENDLY/ RECYCLING PROGRAMS (NZ)

This category includes products or programmes created by using recycled or environmentally-friendly products, carbon neutral products, focusing on fair trade, reducing waste and/or being environmentally friendly within the work place, with clients and/or the community. This category also includes products that reinforce an environmental message with products that are 100% recyclable at the end.

**Company:** All about Promo

**Client:** All about Promo

**Product:** Sustainable Promo

## The Brief:

All About Promo has recently changed hands and the branding and focus has been altered slightly.

Their first achievement was to become NZ's first and only carboNZero certified promotional products and apparel company. All About Promo measures, manages and mitigates the carbon impact of their services and are ISO 14064-1:2006 certified with an annual audit.

The focus is to provide clients with sustainable and ethical options for promoting their brands with emphasis put on RELEVANCY, QUALITY and USABILITY. If a product is highly relevant to the recipient and has a long life then it is a win-win-win with:

- » the sponsors brand constantly being appreciated for a long time
- » the customer enjoying the product
- » the item having a long, productive life before heading to landfill.

The triple win is what All About Promo is trying to achieve.

All About Promo have changed their logo and are still in the early stages of self-promotion but have developed a small range of products to promote 'All About Promo' as a promo company which is creative, caring and engaged with their client's needs.

The brief is firstly to communicate core values and invite like-minded clients to partner with them. Secondly, to encourage clients to use lower quantities of higher value items to relevant targets rather than a scattergun approach which is an old-school marketing technique - this is All About Promos philosophy with their own self-promo.

The range of self-promo items developed have included:

1. Jute Tote Bag - branded. Jute is a natural fabric with low environmental impact and by providing clients with a quality, smart bag, they are likely to re-use it rather than throw-away
2. Pen - A weighty stainless-steel pen with subtle engraving, which can be recycled

3. Seed Pencils - Wooden pencils that have a positive end of life use as they can be planted. They have seeds in the end of the pencil to grow basil - the pencil that just keeps on giving
4. Seed Tins - these tins come with a dirt pallet and wheatgrass seeds. Wheatgrass is edible and can be used in salads and smoothies.
5. Eco Safe Stainless - Steel Drink Bottle with subtle branding - Bottle is recyclable, BPA free and no plastic liner is required. A quality drink bottle is unlikely to be thrown away and if not relevant to receiver, is likely to be re-gifted. The branding is kept subtle so that the client is more likely to use on a daily basis
6. Yeti Cooling Towels - these innovative towels can be re-used many times for various different circumstances and are relevant to anyone working outdoors, sporting types, gardeners and festival goers.

The self-promo items have played their part in raising our brand awareness, our sustainable focus and driving people to our new website.

## The Results:

New clients have been secured from brands that have similar values - a number of whom are also carboNZero certified or on other EnviroMark programmes including Auckland Airport, The Warehouse Group, NZME, Ecotricity and Urgent Couriers.

Feedback from clients when they receive (and even months afterwards) the self-promo items has always been very positive and helps reinforce the idea of sustainability for their own branding programmes.

We ran a competition between clients and our staff to see who could grow the healthiest head of wheatgrass in our seed tins with many clients sending photos in - hence reinforcing the engagement with our brand and our connection to green options.

It isn't our intention to be judgmental of client's preferences, merely to provide options - and we still deliver the standard range of promotional products much of the time. Our self-promo range subtly demonstrates the concept that quality, useful items will usually fulfill most briefs. We love a challenge to take a small budget and provide thought-provoking and useful collateral.

## WHAT THE JUDGES SAID:

- » *A great example of branding where the story of the company is maintained and strengthened. A quality product that any customer will be delighted.*
- » *A lovely range of product presented in a quality box. Any one would love to receive this gift that explains the business story and the name change.*
- » *A great response from the customers and confirmation that the customer would continue to use Boost. It certainly made customers feel valued because of the quality product and it's execution.*
- » *This was a high end product which creates an great impression and delivers the message well*

# NOT FOR PROFIT PROMO (NZ)

This category is about the most effective not-for-profit, charity, or social awareness promotional product marketing program or campaign based on message awareness, behaviour or attitude change or fundraising.

**Company:** Seeit Limited

**Client:** Chatham Islands Council

**Product:** CIC Wise Wekas

## The Brief:

The client wanted to increase road safety awareness on The Chatham Islands for both children and adults using promotional products that were both practical and appealing to the end user. With a small population of around 600 - 700 residents and with 60% of them being employed in the fishing or agriculture industry, Seeit needed to ensure the items and branding were relevant to this demographic. The client had five areas within the road safety theme where they wished to raise awareness;

### Children's Road Safety

- » Directed at pre-school, early primary school aged kids.
- » Product and branding needs to be generic for both age groups and sexes.
- » The brand needs to encourage the children to be Aware when near roads.

### Seatbelt and Child Restraints

- » Directed at kindy - school aged children.
- » Product and branding needs to be generic for boys and girls.
- » The branded needs to create importance around using seatbelts

### Bike Helmet Safety

- » Directed at school aged children.
- » Product and branding needs to be generic for boys and girls.
- » The brand needs to encourage children to wear helmets when out on bikes.

### Drink Driving

- » Directed at all licensed drivers.
- » Product and branding needs to be something suited to vehicle owners/drivers.
- » The item will be handed out at police check points to raise awareness and the dangers of drink driving.

### General Road Safety

- » Directed at all licensed drivers.
- » Product and branding needs to be something suited to vehicle owners/drivers.
- » Encompassing driving conditions, awareness, tired drivers

The client had a very limited budget to create the character and brands for the promotion, so we had to find a low-cost way to come up with something unique for them.

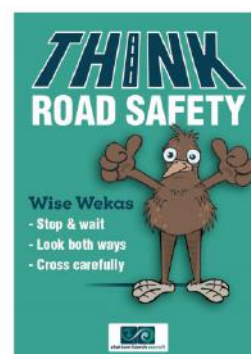
As this campaign was run by the local council's road safety team, not only did the items have to be branded with the design we created, but they also needed to fit with and incorporate the council's brand in recognition of this initiative.

## The Results:

With the Chatham Island being such a small community, word of mouth is our client's main indicators of a successful campaign. The Wise Weka bottles have not only been a hit with the kids, but with the adults too. The client has received positive response and requests for the bottles from other members of the community and visitors to the island. The torch and keyring have also been well received in the community, with word getting out that torches were given out on a recent Police check point. Children are now more aware of the dangers of not wearing bike helmets and understand the importance of seatbelts. Our client has heard children reminding their parents to wear seatbelts too when travelling in vehicles.

## WHAT THE JUDGES SAID:

- » *The campaign delivered on a range of products that were relevant to this demographic and practical.*
- » *The design and creativity across the range of products made the marketing strategy relevant, practical and informative for a range of demographics.*
- » *This campaign raised awareness, and created significant results for children, community to help promote safety and awareness in their community.*
- » *A clever use of slogans and images that reinforces the appropriate behaviour that the campaign was wanting to achieve.*



## ***APPA Awards for Promotional Excellence***

The APPA Awards for Promotional Excellence celebrate the most creative part of our industry recognising the outstanding use of promotional products in business and marketing programs.

Proving the value of promotional product marketing as a means of driving brand activation, the award winners used a unique range of promotional products to drive strong engagement and profile elevation.

### ***About APPA***

The Australasian Promotional Products Association (APPA) is the only professional trade association specifically for the promotional products and promotional marketing industry in Australasia that advocates for, educates, and facilitates business in a region that turns over approximately 2 billion and employs approximately 20,000 people. APPA Members represent over three quarters of the leading and most influential promotional product professionals in Australasia. APPA was established to promote the development, integrity, professionalism and creativity of the advertising form dedicated to promotional products and marketing ensuring good business practices and the highest industry and community standards. APPA represents Members in Australia, New Zealand, and the Pacific Islands where each Member must follow a strict Code of Conduct to be permitted membership.

### ***Promotional Products Work***

#### **APPA research shows:**

- » 90% of large corporates use promotional products to increase brand awareness. The next most popular reasons were: adding value to attendees at events or activities, reinforcing brand value, connecting with consumers and creating a way to stand out from competitors.
- » 84% agreed promotional products offer value for money and 81% said the suppliers they had worked with, understood their business needs. Being proactive, creative and innovative was also highly regarded (70%+ agreed).
- » According to the Global Advertising Specialties Impression Study, promotional products are one of the most high-impact, cost effective advertising mediums. Consumers who receive a promotional product will typically give them to someone else when they are finished.
- » Across Australasia, studies show on average that individuals have 7 promotional products in their homes and/or offices.

#### **According to research, recipients of promotional products have a significantly positive opinion of a business through:**

- » Increase in positive overall image
- » More positive perception of the business
- » Higher likelihood of recommending the business
- » Higher likelihood of patronising the business
- » 58% of respondents keep a promotional product anywhere from one year to more than four years.
- » Endless array of options – with hundreds of suppliers across Australia and New Zealand, there are thousands of promotional products that can fit any budget. Having a variety of options allows for greater flexibility when planning out a marketing campaign of any size.
- » Today's consumers expect brands to reach them on a personal level. What better way to connect with consumers at these events than with promotional products?

**To find out more go to: [www.promotionalproductswork.com.au](http://www.promotionalproductswork.com.au)  
or [www.promotionalproductswork.co.nz](http://www.promotionalproductswork.co.nz)**

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