

**GIANT
CONFERENCE
ISSUE!**

OCTOBER 2003



Marketing UPDATE

News from the Australian Marketing Institute

Marketing Campaign of the Year



Sir Charles McGrath Award recipient



Roger Corbett AM,
CEO, Woolworths

PLUS ALSO INSIDE THIS ISSUE:

2003 AMI National Conference overview,
by Paula Ruzek

The winners of the 2003 AMI Awards for
Marketing Excellence, by category

- Branding ● Consumer insight
- Innovation ● Internal marketing
- Marketing communications

- New product/service launch
- Relationship marketing ● Sponsorship
- Private sector – large ● Private sector – small
- Public sector ● Not for profit

Inaugural Student Marketer of the Year
Award winner

Judges' comments

SPECIAL FEATURES THIS ISSUE



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Ian Walkley says that market intelligence is not about 'sexing up' the research data to support a predetermined position.

BREAD-TV:

Rebekah Bennett reports on a new television program that aims to appeal to wannabe entrepreneurs.



TM

GOVERNMENT MARKETING:

John Kenny discusses the importance of protecting the intellectual property in government programs through trademarks.

IDENTIFYING MARKETING SKILLS:

Monash University researchers seek assistance from AMI members with a research project.

REGULAR FEATURES

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National NEWS

AMI around Australia, October-December

TRAVELLING away from your home state? AMI provides value for its members around Australia. Try dropping in on one of these events while you are away. Further details can be obtained from the AMI web site (www.ami.org.au) or by contacting the AMI office in the state where the event is being held.

OCTOBER

22 — 'The future of direct marketing', seminar, 5.45pm, Melbourne

29 — 'Learn about 3G wireless technology', seminar, 6.30pm, Perth

30 — AMI luncheon at the National Press Club, Canberra

NOVEMBER

5 — Professional Services Marketing seminar, 'Awards for Marketing Excellence case studies', Sydney

12 — 'Deliberate creative thinking', breakfast seminar, 7.15am, Melbourne

13 — B2B Marketing seminar, 'The

Great Debate Part II: Do women make better marketers than men?', 6pm, Sydney

18 — Best practices seminar, 'Global trends affecting the travel industry', Brisbane

18 — AMI luncheon at the National Press Club, Canberra

20 — The Great Debate, AMI v. AIM, 'Politics is more art than craft', 11.45am, Cairns

28 — AMI Queensland Christmas party, Brisbane

DECEMBER

3 — 'Changing driver behavior – just like that', seminar, 5.30pm Hobart

9 — AMI luncheon at the National Press Club, Canberra

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Various sizes of ads, ranging from 1/6 of a page (14cm x 1 col) to a full page, can be placed in either the national pages or individual state pages.

Marketing Update is published 11 times a year (not January) in an electronic format. For advertising inquiries and a ratecard, contact the editor, Paula Ruzek, on (03) 9583 5884 or email editor@ami.org.au.

Conference provides wealth of inspiration

By Paula Ruzek

AN excellent program of practitioner and academic speakers provided a wealth of inspiration, first-hand experience and detailed information at the AMI's 2003 National Conference, 'Inspiring Excellence in Marketing', held at the Four Seasons Hotel in Sydney on 13-14 October.

More than 240 enthusiastic delegates packed into the trade exhibition area from 8am onwards for an early coffee and networking, in preparation for the conference start at 8.30am on the first day.

Outgoing AMI national president **Bill Elsy** welcomed delegates to the conference with news of some of the Institute's recent initiatives and the announcement of **Iggy Pintado**, director of marketing Australia/NZ with IBM Australia, as the inaugural chair of the AMI's new advisory board. This board, which comprises senior marketing practitioners, will assist the AMI National Board to formulate the future direction of the Institute. (More on the advisory board in the next issue of *Marketing Update*.)

Elsy passed over to **Michael Graham**, managing director, LKS Landor, who acted as the primary session chair over the two days. Graham did an excellent job introducing speakers, highlighting key points from each presentation, making observations, asking questions and drawing together common threads between sessions. His role was a most welcome addition to the conference format.

The opening speakers, in four plenary sessions leading up to the lunch break, were outstanding and set what seemed to be an impossibly high standard for the rest of the speaker program.



LEFT: Michael Graham, primary session chair.
ABOVE: Opening speaker David Chalke.

The first speaker was **David Chalke**, a marketing and communications strategist and a consultant to Quantum Market Research's AustraliaSCAN, which monitors cultural change and lifestyles in Australia. From the AustraliaSCAN research, Chalke provided an acute profile of Australians and the effects that big events – such as the 1990s recession, the Sydney Olympics, the September 11, 2001, attacks in New York and the Bali bombing in 2002 – have had on people as consumers and their behavior. For this writer, it was uncanny to realise at how many points this profile mirrored my own thoughts and behaviors.

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ABOVE: The winners of AMI Tasmania's inaugural Jump Start marketing competition for student marketers enjoy their prize – a trip to the AMI national conference. From left: Simon Muller, Louise McClymont, Lindsay O'Beirne and George Kalis.



ABOVE: The team from Digital Publishing Solutions – Paul Ortiz-Gomez, Taylor La and Hazel Spiro – provided a HP DeskJet color printer free to 230 conference delegates.

LEFT: Hey, take my good side! said secondary session chair Alan Sarkissian, AMI NSW president.



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New South Wales **NEWS**

COMING EVENTS

Wednesday 5 November — Professional Services Marketing seminar, 'Awards for Marketing Excellence case studies'.

Thursday 13 November — B2B Marketing seminar, 'The Great Debate Part II: Do women make better marketers than men?', 6pm

For more details or to register for any of these events contact the NSW events manager, Roxanne Ruscoe.

Sponsorship opportunities

SPONSORSHIP of the NSW calendar offers a cost-effective means to build a relationship with AMI members and to associate your brand with the high standing of the AMI within the marketing profession.

For more information on sponsoring AMI events, contact the events manager, Roxanne Ruscoe, on (02) 9810 0829 or email nsw@ami.org.au

National CONFERENCE

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Next followed the conference's most 'left field' speaker – **Stephen Mayne**, founder of Crikey Media and the infamous crikey.com web site. Mayne, who was a very good and entertaining speaker, called himself an 'anti-marketer'. He is a consumer and shareholder activist – a rarity in Australia, he lamented – who rails against market domination, company directors and boards that don't perform, and any other dark area that he believes needs the light of public scrutiny. Although Mayne did not address the 'implications for marketers' portion of his address as explicitly as he might have, his words were nevertheless extremely valuable simply because they expressed a voice and a view too rarely heard. He really was different to everyone else on the program and an inspired choice as a speaker.

After morning tea came **Ken Boundy**, managing director of the Australian Tourist Commission. He told of the ATC's work in promoting Australia as a tourist destination and how tourism marketing has become increasingly competitive. The ATC was the first national tourism body to invest in country branding (beginning in 1995) and expressing it in terms of the benefits to the visitor and the holiday as an experience. Today, every country uses experiential branding and highlights its national identity. Boundy said the ATC was close to completing a new campaign to differentiate and refresh 'Brand Australia' in its key markets: the US, UK, Japan, and Asia.



Plenary session speakers Stephen Mayne (left), from Crikey Media, and Ken Boundy (above), from the Australian Tourist Commission.

The final of the morning's plenary speakers was **Colin McLeod**, executive director marketing and brand management, Goldman Sachs JB Were. Mike Graham introduced him as "perhaps the most educated person in the room", the former academic holding both an MBA and PhD. McLeod was an engaging, energetic speaker who refused to be confined by a lectern, instead striding back and forth across the stage to make his points. He spoke about why marketing, despite growing recognition of the significance of things such as customer behavior and shareholder value, had not cemented its crucial importance to the business with CEOs and boards – and what marketers could do about it.

After lunch, the program broke into two streams: 'Services marketing' and 'In the mix', which proved to be astutely chosen topics as delegates' choices saw them evenly split between the two. As I dodged between the two streams trying to fit in as much as possible, highlights for me were:

- **Anna Grutzner**, from Fenton Communications, who provided an update on tendering trends and strategies (services stream).

- **Karen Phillips** from The Leading Edge and **Seme Dickerson** from David Jones, who spoke of DJ's recovery from some poor decisions made on its takeover of John Martin in Adelaide (in the mix stream).

- **Meredith Campbell** from Meredith Campbell Consulting, **Tanya Menzies** from Optus, and **Martin Paul** from the NSW Cancer Council, on aspects of cause and issue-related marketing.

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ABOVE LEFT: Stefan Gervois, on the Xpedite exhibitor stand, discusses his company's services with Clare Provan, from Citrus Internet.

LEFT: Jono Warren, on the Poly Solutions exhibitor stand, gave Lyn Thurnham, of Thurnham Teece Pty Ltd, a tour of his company's many product possibilities.



National CONFERENCE

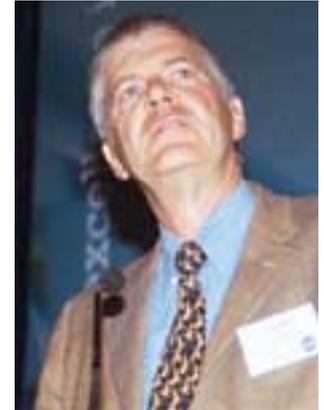
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The first day's program closed just after 4.30pm, leaving plenty of time to get ready for drinks and networking at 7pm, before the conference gala dinner began at 7.30pm. Staging Connections once again did a fabulous job preparing the mood and feel of the ballroom. The stage was swathed in gorgeous colors, a white-flecked blue and bright pink that transmuted to a deep pink and orange. The master of ceremonies for the evening was comedian **Peter Berner**, who did a monologue about the segment marketers really should be aiming at – the growing army of older people.

The evening's highlights were the awards presentations, broken into two parts: a new award, Student of the Year (see [separate story](#)), and the Sir Charles McGrath Award (see [separate story](#)); and then, later, the 2003 AMI National Awards for Marketing Excellence, culminating in the presentation of Marketing Campaign of the Year (see [separate story for the winners](#)).

Entertainment was provided by **Vika and Linda**, with fine accompaniment on the guitar from **Dion Hirini**, and after the awards dance music was provided by the very loud **Sister Chic**.

Any laggards turning up for the start of day two would have missed another fantastic plenary session, this time with **Trevor Amery (pictured right)**, managing director of Subaru Australia. Amery rarely speaks expansively in public forums, but as a long-time and proud AMI member agreed to speak at this conference. He spoke on the rejuvenation of Subaru Australia, which in 1995 came within 12 hours of closing its doors. The crisis brought new clarity and focus to the company and "a plan that was so outrageous we could only deliver a chapter at a time", Amery said. Between 1995 and 2002, that plan delivered a sales rise from 8000 cars a year to 28,000 and a rise in market share from 1% to 3.4%. Subaru Australia has recently opened a Subaru 'theme park' in the Docklands area of Melbourne, spending \$40 million to create a car buyer's dream experience of buying and taking



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Ready for the gala ball . . .



ABOVE: Gael Andrews, The Financial Planning Association of Australia, and Mavis Anderson, Andersons Tax & Investment Services.



BELOW: Musician Dion Hirini accompanied entertainers Vika and Linda.



ABOVE: Comedian Peter Berner acted as master of ceremonies for the gala dinner – and raised much laughter with his humor.



LEFT: Michael Withford, Mosaic Strategic Consulting; Susan Nixon, AMP; Chris Styles, University of NSW; and Malcolm Rankin, APRAIS.



LEFT: Dan Cudmore, Abacus Export Management, and Peter Stephenson, 21st Century Marketing.



ABOVE: Jodie Coombes, Victorian WorkCover Authority, and David McGrath, son of the late Sir Charles McGrath, after whom the AMI has named its highest prize.



ABOVE: Singer Vika, of Vika and Linda.

National CONFERENCE

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possession of a new Subaru. The facility includes driving test areas of a rainforest and the outback!

The second plenary session included another tale of recovery from disaster. **James Atkins**, general manager consumer, SME and marketing, Diners Club Australia, looked at how Diners coped with the damage to its business caused by the collapse of Ansett Airlines, the key partner in its member rewards program. (Luckily, an expanded program had long been in planning and was only six weeks from launch.) Atkins, who previously worked with Shell Australia, also spoke about developing and defining brand DNA and the power of brand alliances.

In mid-morning the conference broke into two new streams: 'B2B' and 'Career planning and marketing law'.

Peter Noble, managing director of Citrus, and **Andrew Dingjan**, national marketing manager, Drake International, combined to provide an excellent case study on the use of email marketing (B2B stream). Noble looked at the topic as an expert in how to get it to work, and Dingjan showed how Drake, with the help of Citrus, made a success of its email marketing.

The delightful **Nelson Ferrari**, marketing manager, commercial printers, Hewlett-Packard Australia, wowed delegates in the B2B stream with his first impression. He strode before the audience wearing a suit with a unique print: large, shiny, photo-realistic green apples! Delegates were most impressed when he announced that it had been printed on a HP DesignJet printer. Ferrari spoke well on the level of 'super-personalisation' that can now be achieved in direct mail printing on almost any media type.

In the afternoon were sessions on youth and consumer marketing in one stream and marketing, strategy and planning in the other. I stayed with youth and consumer marketing and was again rewarded with three excellent speakers:

- **Cheryl Hayman**, marketing director, George Weston Foods Baking Division, made bread a very interesting topic.
- **Annabel Rawson**, a consumer planner with Diageo, looked at how the company is positioning Johnnie Walker with younger Australian drinkers using a pre-mixed drink – the



The fashion hit of the conference: speaker Nelson Ferrari, from Hewlett-Packard Australia, in the suit made from fabric printed on a HP printer.

only country in the world at present where this is happening.

- **Carl Gardiner**, managing director, Mushroom Marketing, gave a quite passionate address on using music in marketing campaigns, on the music industry's desire to work more closely with marketers, and ways in which to facilitate such relationships.

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The team on the Hitwise exhibitor stand: James Borg, Leanne Bailey and Jackie Agaiby.



Speakers Peter Noble, from Citrus, and Andrew Dingjan, from Drake International.

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The end was finally drawing near, with only two closing plenary sessions left. **Mike Withford**, from the Centre for Applied Marketing at the University of NSW, and AMI national president **Bill Elsy** gave short addresses on developing marketing metrics, as part of the AMI's latest project to develop national marketing performance measures.

The final plenary contained three speakers: **Malcolm Rankin**, managing director of APRAIS; **Ian Alwill**, director marketing communications with Nestle Australia; and **Sean Cummins**, creative director and partner, Cummins&Partners. The topic was interesting and made livelier by Cummins, the 'creative' of the trio. They discussed the use of a formal performance appraisal system in the client/agency relationship to help measure the return on investment of marketing funds. Cummins said he was so pleased with the results of the system that he was trying to institute it with other clients.

Sponsors and exhibitors

Delegates had eight excellent trade exhibitor stands to visit during the conference: **Inoxcrom**, **Colour Presentations**, **Poly Solutions**, **Digital Publishing Solutions**, **Hitwise**, **Xpedite**, **Lilyfield Printing** and **Sako Australia**.

They were a generous group. Digital Publishing provided a free HP DeskJet color printer to all delegates, a gesture that drew loud murmurs in the main conference room and much applause. Colour Presentations offered a free binding machine to all delegates. Inoxcrom, Xpedite and Sako provided business card draw prizes. Inoxcrom also provided its 'fine writing instruments' as thank-you gifts for speakers.

The conference also had many generous sponsors: **TMP/Hudson Global Resources**; **Staging Connections**; **Hewlett-Packard**; **LKS Landor**; **factiva** (Dow Jones and Reuters); **Inoxcrom**; and **APM Training Institute**.

Also helping out with sponsorship of the gala dinner were **Professional Marketing**, **B&T**, and **Kirra Corporate Gifts & Promotion**, who provided the distinctive AMI awards trophies.

It was an exhausting two days, but indeed full of inspiration as promised and much learning to take back to our workplaces. It was another great AMI conference! ●



Malcolm Rankin (left) from APRAIS, Ian Alwill from Nestle Australia Ltd (above left) and Sean Cummins, from Cummins & Partners (above right), provided a quality final session of the conference.



Final duties of the conference: the business prize draws.

ABOVE: Danny McCarthy, from Inoxcrom, draws the winner of his stand's prize, a fine writing instrument.

LEFT: Nero Aroyan, of Sako Australia (centre), draws the lucky winner for his stand's prize. Assisting are Bill Elsy and conference organiser Roxanne Ruscoe.



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Sir Charles McGrath **RECIPIENT**



Woolworths CEO Roger Corbett.



AMI president Bill Elsy presented the award to Roger Corbett's representative on the evening, Rowan Jeffs.

Woolworths CEO wins top marketing honor

THE chief executive officer of Woolworths, Roger Corbett, was announced at the conference gala dinner as the winner of the 2003 AMI Sir Charles McGrath Award for his outstanding contribution to the field of marketing through sound business practice and industry achievements.

AMI president Bill Elsy announced Corbett's win in the presence of David McGrath, son of the late Sir Charles McGrath, and more than 340 gala dinner attendees. Roger Corbett was unable to attend the dinner, but a video presentation of his acceptance speech was played. Rowan Jeffs, general manager corporate services at Woolworths, accepted the award trophy and an exquisite, personalised boxed pen from Inoxcrom on Corbett's behalf.

Roger Corbett was educated in Sydney, completed a Bachelor of Commerce at the University of New South Wales and subsequently completed the Stanford University California Management Course.

In the early 1960s, he started work on the dock of Grace Bros' newly completed Chatswood store. Over some 20 years he rose through the various ranks of management to become the company's youngest full director and subsequently held the positions of merchandise director and stores director.

In late 1984, he accepted an invitation to join the board of David Jones Australia as director of operations. In 1990, he was appointed to the board of Woolworths and to the position of managing director of Big W.

In 1993, he was appointed deputy group managing director of Woolworths, overseeing Rockmans and Dick Smith in addition to his role as managing director of Big W. On 1 July 1997, Corbett was appointed managing director retail, taking on responsibility for all the trading divisions of Woolworths including the supermarkets. On 13 July 1998, he was appointed chief operating officer for Woolworths and CEO elect. On 1 January 1999, he became CEO.

In June 2003, he was awarded a Member in the Order of

Australia (AM) in the Queen's Birthday Honors List for "service to the retail industry, particularly as a contributor to the development of industry policy and standards, and to the community".

At present, Roger Corbett holds these responsibilities:

- Member of the board of directors of Woolworths.
- CEO and group managing director, Woolworths.
- Member of the board of directors of Fairfax Holdings.
- Member of the board of directors of the International Mass Retail Association.
- Member of the board of directors of the CIES Food Business Forum, France.
- Chairman of the Macquarie Graduate School of Management Advisory Council.
- Chairman of the council and member of the executive of Shore School.
- Member of the board of advice of the Macquarie Christian Studies Institute.
- Member of the Business Council of Australia.

Sir Charles McGrath Award

Sir Charles McGrath had a most distinguished career 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 Sir Albert Jennings, Bib Stillwell, Peter Bartels, James Strong, Bob Miller, Steven Couche, Neville Fielke, Bob Copp, Michael Gudinski, Kevin Luscombe, Maureen Plavsic and Geoff Dixon. ●

Marketing Campaign OF THE YEAR

Sponsored by TMP Hudson Global Resources

Spirit of Tasmania campaign honored

THE healthy contingent of Tasmanians at the AMI 2003 National Awards for Marketing Excellence gala dinner had good reason for loud vocal celebrations as a home-grown champion, Spirit of Tasmania, scooped three prizes, including the coveted Marketing Campaign of the Year Award.

Spirit of Tasmania's national manager, passenger sales and marketing, Melindy Green, was called on to stage three times by master of ceremonies Peter Berner to accept the award in the new product/service launch category, the best campaign in the public sector, and finally the top prize, the Marketing Campaign of the Year Award.

The award, which was sponsored by TMP Hudson Global Resources, was presented by Chris Mead, sales, marketing and communications practice manager with TMP Hudson Global Resources.

In March 2002, the Tasmanian Labor Government advised of the purchase of two new ships that would offer a daily service sailing across Bass Strait and would supersede the single ship services that crossed the strait every second day. This was the first step in the successful launch of the Spirit of Tasmania I & II service connecting Devonport and Melbourne.

Extensive customer research led to a sophisticated integrated marketing communication strategy using print, television, direct mail, online advertising, outdoor supersites, promotions, publicity, collateral and internal communication – all at a time when there was no ship, images or footage. The success of the launch exceeded all expectations. More than 500,000 passengers have traveled on Spirit of Tasmania this financial year. This represents a growth of 44%.



Chris Mead, the sales, marketing and communications practice manager with TMP Hudson Global Resources, presents the big prize to Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania.

AMI general manager Mark Crowe praised the high standard of this year's winning entries. "Spirit of Tasmania is an outstanding example of what great marketing can achieve for a business," he said. "All the award winners achieved measurable, successful outcomes for their organisations using a combination of marketing strategies and a very high return on investment."

National AWARD WINNERS

Australia's top marketers acclaimed

THE AMI 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 have built to the national presentation. This year the public sector has been blended into the mainstream awards and there was an additional award for the national winner in the four industry sectors: private sectors small and large, public sector, and not-for-profit.

The awards seek to recognise both the successful execution of marketing activities and the strategic rigor from which marketing campaigns are developed. The 2003 awards

have introduced new categories that reflect marketing functions rather than industries, as in the past.

In judging the awards, emphasis was given to:

- The business issue.
- The solution.
- The business result.
- The single most important piece of learning from the campaign.

To assist with the judging, the judges followed these criteria: 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; they require commitment and effort. These are the toughest marketing awards to enter and the toughest to

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National AWARD WINNERS

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win. Judges reserve the right to withhold awards in any category at their discretion. 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; all finalists are to be congratulated, as are the judges for their dedication and discernment. The AMI congratulates all the winners and the runners-up.

The distinctive awards trophies were provided by Kirra Corporate Gifts & Promotion.

The winners (by category)

Branding

The finalists were:

- 'Live a Little', QIC – Canberra Centre, ACT
- 'Marketing you can see', Arnott's Shapes-Arnott's Biscuits, NSW
- 'IPAA – Remastered', IPAA Queensland, QLD
- 'Launch of TCW in Hobart and Southern Tasmania', Telstra Country Wide, TAS
- 'The rejuvenation of a retail icon brand: Target', Target Australia Pty Ltd, VIC

The winner: Target Australia Pty Ltd (VIC)

Accepted by Murray Chenery, general manager marketing, Target Australia

In 2001, Target made losses for the first time since incorporation in Australia. It needed to relaunch its brand by repositioning itself in the marketplace. The '100% happy' strapline was used in conjunction with the Target logo and it became a mantra of the entire organisation. The campaign launched with press inserts, television advertising, outdoor, press and magazine advertising. The brand values have been re-energised with the new style reflected in catalogues and the web site. At the time of this submission Target sales had increased by 13.4% over the past year. However, on 19 September Target announced a 77.9% increase in profit during the year that Target's '100% happy' marketing campaign began.

Consumer insight

The finalists were:

- 'How consumer insight made short work of 'Short Breaks' tracking', Tourism New South Wales, NSW
- 'Graduate Success', Queensland University of Technology, QLD
- 'Retention of Members', Quadrant Superannuation, TAS
- 'Listening to the source', City of Stonnington, VIC

The winner: Tourism New South Wales

Accepted by Julie Webster, director marketing services and brand management, Tourism NSW

Increased general pressure in modern life has created a need for people to get away more frequently and to inject an element of freedom into their lives. Tourism NSW found that Sydney-based couples aged 29-44 found themselves



Bill Elsy (right) presents the trophy for the branding category to Murray Chenery, general manager marketing, Target Australia.



Accepting the trophy from Bill Elsy for her organisation's win in the consumer insight category is Julie Webster, director marketing services and brand management, Tourism NSW.

overworked, stressed, commanding higher disposable incomes – they are time-poor and cash-rich. They sought indulgent holiday opportunities in a short amount of time – with minimal planning and hassle. With its 'Short Breaks' campaign, Tourism NSW began the process of deep investigation into the target mindset to enhance its campaign development and effectiveness. Anecdotal feedback from operators was highly positive. Tracking and measurement issues were solved with the introduction of an interactive voice response application that allowed consumers to make bookings without interruptions by data capture. The campaign is an enormous success for Tourism NSW and its partners.

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National AWARD WINNERS

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Innovation

The finalists were:

- 'Crop Reward\$', Sygenta Crop Protection, NSW
- 'We com2 you', Com2 Communications, QLD
- 'E Business on demand', IBM Australia, VIC
- 'Breaking the Mould of Uni Marketing', Edith Cowan University, WA

Highly commended: Edith Cowan University, WA

Accepted by Lianne Cretney-Barnes, director marketing and development, Edith Cowan University

The winner: Sygenta Crop Protection, NSW

Accepted by Steve Manoel, marketing manager, Thailand, Sygenta Crop Protection

Sygenta Crop Protection had distributed its rural products through traditional distribution channels of main dealers, who then wholesaled on to subdealers, who then sold to farmers, delivering a situation where the manufacturer did not have contact, information, influence or sales pull in the market. An innovative solution was to design and launch a new integrated service CRM incentive marketing program, which was branded Crop Reward\$. All stakeholders were informed of the benefits and attractiveness of the program. It has been an outstanding success, increasing customer participation by 162% and delivering business sales results of over 100% of target each month for 12 consecutive months.

Internal marketing

The finalists were:

- 'IBM Employee Purchase Program', IBM Australia, NSW
- 'Fresh Food – Dollar Days', Albany Shopping Village, QLD
- 'Occupational Health & Safety in the Public Sector – A marketing and research case study', Office for the Commissioner for Public Employment and Market Equity, SA
- 'Shine', Sensis and Solterbeck Jackson, VIC
- 'A Commitment to Great Careers', Edith Cowan University, WA

The winner: Edith Cowan University, WA

Accepted by Lianne Cretney-Barnes, director marketing and development, Edith Cowan University

In an environment of dramatically decreasing government funding, the imperative for ECU to become a viable, dynamic university had to be met quickly and effectively. Following extensive consultation with all stakeholders, a marketing and communications plan was produced that formed an ongoing education program to all ECU faculties, schools and divisions. Its intent was to inform them of the services provided and to gain commitment to the concepts of consistent marketing over time, consistent marketing across media and consistent marketing across messages. In January 2003, ECU's first preference applications were 31.7% higher than at the same time in 2002. ECU is convinced that bringing people with it for a result is the most effective way of gaining commitment to a philosophy and a consequent path of action.



Bill Elsy presents the trophy in the innovation category to Steve Manoel, marketing manager, Thailand, Sygenta Crop Protection.



Accepting the trophy from Bill Elsy is (right) Lianne Cretney-Barnes, director marketing and development, and (left) Cassie Todd, advertising and promotions manager, Edith Cowan University.

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National AWARD WINNERS

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Marketing communications

The finalists:

- 'Retirement Planning', Commonwealth Bank of Australia, NSW
- 'The Great Barrier Reef – Let's keep it great', Great Barrier Reef Marine Park Authority, QLD
- 'Eclipse in the Outback 2002', Cinch Marketing and Aspac Marketing Group, SA
- 'Tasmania, love this place', Tasmania Committee Inc, TAS
- 'The sweet sound of success', Starburst – Masterfoods Australia NZ, VIC
- 'Go for 2 & 5', Department of Health, WA

Highly commended: Starburst – Masterfoods Australia NZ (VIC)

Accepted by **John Tripodi**, senior brand manager,
Masterfoods Australia/New Zealand

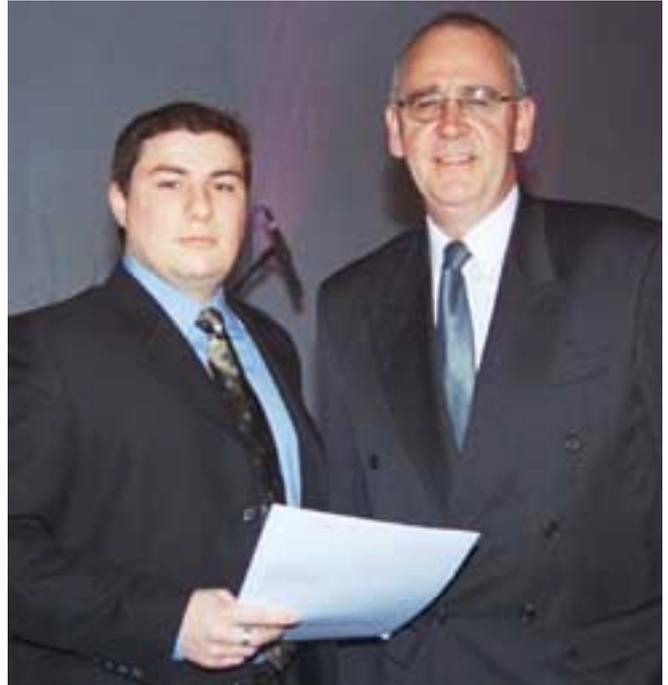
The sugar confectionery market is highly fragmented with multiple brands and manufacturers. Starburst has managed to cut through the clutter by tapping into music as its key platform to communicate the brand's witty, captivating and extroverted personality and as a device with which to connect with its target 16-24 year-old consumer. This, supported by a fully integrated marketing communication plan including establishing music industry alliances, PR, street marketing, TV, outdoor and radio creative, online editorial and sponsorship, promotional activity, instore activation and more. The results were extraordinary, including PR worth \$1 million, hit number 5 on the ARIA music charts, as well as 56% sales growth.

The winner: Commonwealth Bank of Australia, NSW

Accepted by **Steven Mitchell**, marketing,
Commonwealth Bank

The established perception that retirement is the last stop on the journey of life no longer exists and any company that does not respond to this change will be left behind. A big overhaul by the Commonwealth Bank into the forefront of retirement planning started in March 2002 with a campaign to address the lack of consumer awareness and to establish the Commonwealth Bank as a leader in retirement planning, to ensure the baby boomers trusted the bank to deliver retirement security. The campaign generated 186% increase in leads for financial planners, translating into a one-year campaign return on investment of 166%, with the projected five-year return on investment sitting at 384%. This campaign was the most cost effective in the investment category.

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John Tripodi, senior brand manager, Masterfoods Australia/New Zealand, accepts the highly commended award in the marketing communications category from Bill Elsy.



Steven Mitchell, marketing, Commonwealth Bank, accepts the trophy in the marketing communications category from Bill Elsy.

National AWARD WINNERS

from previous page

New product/service launch

The finalists:

- 'A sensational new product launch, Kettle Sensations', Arnott's launch, NSW
- 'Free parking when you dine – a South Bank initiative', South Bank, FPDSavills Qld Pty Limited, QLD
- 'Spirit of Success', Spirit of Tasmania, TAS
- 'Smiles gift catalogue', World Vision, VIC
- 'BankWest Lite MasterCard', Bank West and Market Equity, WA

The winner: Spirit of Tasmania

Accepted by Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania

In March 2002, the Tasmanian Labor Government advised of the purchase of two new ships that would offer a daily service sailing across Bass Strait and would supersede the single ship services that crossed the strait every second day. This was the first step in the successful launch of the Spirit of Tasmania I & II service connecting Devonport and Melbourne. Extensive customer research led to a sophisticated integrated marketing communication strategy using print, television, direct mail, online advertising, outdoor supersites, promotions, publicity, collateral and internal communication – all at a time when there was no ship, images or footage. The success of the launch exceeded all expectations. More than 500,000 passengers have traveled on Spirit of Tasmania this financial year. This represents a growth of 44%.

Relationship marketing

The finalists:

- 'Harmony Day 2003', Department of Immigration & Multicultural & Indigenous Affairs, ACT
- 'Know your IBM', IBM Australia, NSW
- 'Relationship Marketing on a Shoestring Budget', Footlocker Australia, QLD
- 'Community Chat', Housing Tasmania, Department of Health & Human Services, TAS
- 'A Friend in Real Estate', Philip Webb Real Estate, VIC

The winner: Philip Webb Real Estate, VIC

Accepted by Philip Webb, director, Philip Webb Real Estate

In real estate, once a transaction is complete cognitive dissonance generally sets in. Philip Webb sought to provide clients with personalised service, informative feedback and tangible elements prior to, during and after the service encounter to reassure them that their decision to use Philip Webb Real Estate was the right one. The company's extensive 'client for life' policy aimed at turning every client into an advocate. Regular analysis of client relationship performance and results confirms that 94% of clients would recommend the company. Philip Webb Real Estate has grown at a rate of 20% each year, was listed in *BRW's* 'Top 100' fastest-growing companies in 2002 and now enjoys 47% market share in its core target market.



Melindy Green, national manager, passenger sales and marketing, Spirit of Tasmania, accepts the trophy for her organisation's win in the new product/service launch category from Bill Elsy.



Bill Elsy presents the winner's trophy in the relationship marketing category to Philip Webb, director, Philip Webb Real Estate.

continued next page

National AWARD WINNERS

from previous page

Sponsorship

The finalists:

- 'Western Union Sponsorship of Sydney Roosters', Western Union, NSW
- 'Living in Toowoomba', Grand Central, QLD
- 'Wozza Wombat's Walkabout', City Heart Business Association, TAS
- 'IBM's Sponsorship of the Australian Open', IBM Australia, VIC
- 'Mirvac Fini Sponsors the Mandurah International Opera Festival', Mirvac Fini, WA

The winner: Western Union, NSW

Accepted by Edward Thian, marketing manager, Western Union

Western Union Money Transfer is an international global money transfer service with agent locations in over 190 countries and a history dating back more than 150 years. Their global marketing objectives are to increase global brand awareness, increase distribution channels, and increase sales. Sport sponsorship is a sought-after marketing option with sophisticated measurement tools. Rugby league has an extensive TV viewing audience in Australia and is the number two sport watched by ethnic Australians, second only to soccer. The Sydney Roosters has high exposure levels through television and print media because of its strong ethnic base in its traditional fan catchment. This partnership has contributed to a brand awareness rise from 4% to 22% in October 2002. Australia's outbound transaction volumes increased by 73% with revenues growing by approximately 70% year-on-year during the same period.

Private sector – large enterprise

The winner: Commonwealth Bank of Australia (NSW) for 'Retirement planning'

Accepted by Steven Mitchell, marketing, Commonwealth Bank

See citation under marketing communications category.

Private sector – small enterprise

The winner: Com2 Communications (QLD) for 'We com2 you'

Accepted by Murray Bergham, managing director, Advertising Depot

Com2Communications' 'We com 2 you's unique selling point was to become the first mobile phone company to promote the concept of travelling directly to customers. The successful campaign saw sales increase by 400% on any previous year and Com2's business customer base increased from 70% to 82% of their clientele.

continued next page



Edward Thian, marketing manager, Western Union, accepts the trophy for his company's win in the sponsorship category from Bill Elsy.



Bill Elsy presents the trophy for the private sector small enterprise category to Murray Bergham, managing director, Advertising Depot.

National AWARD WINNERS

from previous page

Public sector

The winner: Spirit of Tasmania, for 'Spirit of Success'

Accepted by Melindy Green, national manager passenger sales and marketing, Spirit of Tasmania
See citation under the new product/service launch category.

Not for profit

Highly commended: IPAA – Remastered, IPAA Queensland

Accepted by David Brennan, director development and marketing, Institute of Public Administration Australia – Queensland

The not-for-profit sector has produced magnificent campaigns and the judges want to give special mention to IPAA. It receives a highly commended award for its retention of members strategy. Marketing strategies implemented have produced membership growth of 35.3%, increased revenue and increased overall turnover by 22%.

The winner: World Vision, Victoria, for its 'World Vision 10,000 Appeal'

Accepted by Heidi Reid, World Vision

World Vision entered in a highly competitive category and was marginally beaten in the Victorian state awards. Targeting 10,000 new sponsors in just six weeks, a highly successful integrated campaign across many media resulted in 11,500 new sponsors – equalling life-time value of around \$46 million. The great news is that 52,000 children became sponsored in 2002.

continued next page

RIGHT: Heidi Reid, from World Vision, accepts the trophy for her organisation's win in the not-for-profit category.



Bill Elsy presents a highly commended in the not-for-profit category to David Brennan, director development and marketing, Institute of Public Administration Australia – Queensland.



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National AWARD WINNERS

AMI Student Marketer of the Year (new award)

The inaugural (joint) winners
Stuart Middleton and Stuart Crispin,
from University of Tasmania

These young men have been honored for their outstanding work in establishing a comprehensive program for AMI marketing student members in Tasmania. Their groundbreaking work has established a blueprint for the membership offer to AMI student members around Australia.

RIGHT: President Bill Elsy presents the new award to Stuart Crispin (left) and Stuart Middleton (right).



The judges' comments

Comments on this year's judging of the AMI Awards for Marketing Excellence from the chair of the awards judging panel, Kevin Luscombe, were read to the gala dinner audience by AMI national chairman Roger James (pictured right):



Across the category winners there was well-presented evidence of appropriate targeting with identified goals and effectively executed marketing communications.

But in too few cases were these two critical components found in a measurably argued total package.

Again this year, the words 'advertising' or 'promotion' could have been more correctly substituted for 'marketing' excellence in many presentations. Although recognising the special categories influence (e.g. 'marketing communications', 'branding', 'sponsorship'), it is fair to say that depth and breadth of marketing's commercial role in product development, distribution, pricing, value creation, etc, continues to fall short of recognition under the shadow of the more visible components of advertising and promotion.

Measurement indicators were more prevalent but they remain a little too subjective in their assessment language and light on for relevant numbers.

Also, the level of distinctive differentiation and innovative thinking was a little disappointing, with the execution of campaigns more often being the focus of impact.

The winning campaign for the Spirit of Tasmania covered most of the determinants of marketing success, creating a new product (service) based on a thorough market assessment, well-researched argument for a large capital commitment, clear performance goals, effective communications and appropriate measurement and analysis (which showed a significant financial result well in excess of targeted goals).

Among the smaller company finalists, the judges noted that the entry from Phillip Webb Real Estate was worthy of recognition for its comprehensive mix of marketing initiatives and commitment to demanding measurements of its performance as a core culture development.

The judges were also impressed with the implementation and carefully co-ordinated planning behind the (very effective) World Vision presentation. In many ways it sits in a separate category and by evidence of the material presented, it sets a very high standard for organisations in its field.

Two other entries worth noting for special reasons were the Tourism New South Wales 'consumer insights' presentation in its focus on a behavioral insight that led to an effective contact-enabling initiative, and the very professional and comprehensive presentation from the Institute of Public Administration Australia in Queensland. The integration of research findings into the exploration of the prevailing brand environment led to a well-planned set of business development initiatives.

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— the latest new product



AMI members needed to help identify marketing skills

THE Department of Marketing at Monash University (Victoria) is undertaking an ongoing research project to find out what marketing graduates and their employers believe are the knowledge, skills and attributes need to become a marketing professional.

The aim of the research is to identify what gaps exist between practitioners' and graduates' expectations and perspectives. The results will help in the evaluation of the department's marketing courses and inform and identify course improvements, additions and modifications.

The department seeks input from AMI members for its research. All responses will be anonymous and voluntary. If you are willing to take part, go to the department's web site at <http://www.buseco.monash.edu.au/depts/mkt/research/Surveys/mktgcomp.php> and fill out the brief questionnaire.

Feedback on the results of the research will be provided through *Marketing Update* and possibly through an in-service or workshop. Inquiries or further information: Ian Walker, ian.walker@buseco.monash.edu.au

By Dr Rebekah Bennett AMAMI CPM

I WAS sitting at home a few weeks ago, sick from the viruses that always emerge as the weather warms up, and while channel flicking found a very interesting new TV show on Channel 10.

It is called *Bread* and is a reality/lifestyle television program featuring small businesses. The first episode covered the exploits of *Big Brother 2* contestant Jemma Gawned as she got her cosmetics business off the ground. It was very easy to watch and I quite enjoyed the behind-the-scenes view of running her business.

In the same way that TV renovation programs appeal to wannabe renovators as well as the people who actually do it, this show has the same appeal to wannabe entrepreneurs. Even if we never get around to starting a business, it is still fun to watch.

As a marketer, I view new TV programs in the same way that I view new products at the supermarkets, and so I am always keen to find out the strategy and rationale behind a new entrant.

I checked out the show's web site at www.breadtv.com.au, which has all sorts of interesting information, and then I contacted the executive producer of the show, Jacqui Van Heerden from Sensis.

I found out that the show is the

brainchild of Sensis (known to many of us via its products, White Pages™ and Yellow Pages™) and is produced by Communicate Productions (with which Steve Vizard is involved) and WTFN.

Sensis did market analysis and identified a gap in the lifestyle market to produce a reality/lifestyle series that delivered informative and entertaining content. The show does this by using real-life case studies about the trials and tribulations of running a small business.

Given that the core target market for Sensis is small and medium enterprises, then it makes sense for Sensis to be positioned alongside businesses that are trying to make a go of it.

So I can recommend *Bread* to you all, my fellow marketers, as an interesting new entrant into the new product market. Stay tuned to see how it goes. My guess is that if it rates well then it should be a good prime-time TV candidate. I know that I would prefer to watch it in the evening rather than on a Sunday morning.

'Bread' screens on Channel 10 around Australia at 11am each Sunday.

Dr Rebekah Bennett is a lecturer in the University of Queensland Business School and a member of the AMI Queensland Council.

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A bi-monthly column based on consumer, marketplace and societal trends that affect the work of marketers

New-age market intelligence

RECENTLY we have heard lots about the 'sexing up' of intelligence by the political spin doctors prior to the war in Iraq. 'Sex' is, of course, one of marketers' favorite words. But 'sexing up' — making exaggerated claims or putting a more palatable spin on things — is also, unfortunately, all-too-common in our profession.

In some respects, one of the roles that market research plays is to restrain marketers' enthusiasm by making them see things as they are, rather than through their own eternal optimism. It is, after all, better to develop strategy using more conservative assumptions rather than overly optimistic ones.

Many of us who have been in market research for some time have direct or indirect experience of someone 'sexing up' our research findings. There is the product manager who selectively uses our recommendations, the brand manager



**By Ian Walkley,
managing director
Queensland,
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who misinterprets data, the ad agency that bullies and tries to discredit, and occasionally the researcher who succumbs to pressures from clients and softens findings to make them more palatable.

Ethical issues aside, I believe that what goes around, mostly comes around. In a mature competitive marketplace, most lousy products fail no matter how good the advertising. Bad strategy eventually fails, too. Lots of poor advertising is undiscovered as it is harder to directly attribute advertising to marketing outcomes. Research also is hard to directly

link to outcomes unless it is very specific about product attributes.

Marketing that is 'sexed up' is often more about personal stakeholdings, motives and prejudices, and less about trying to provide for the needs of the market. Many marketers are trapped in organisational politics, the 'work hard/play hard' society, and

the dreams of winning and glory.

In the past few years we have seen a shift in the paradigm of the 20th century, away from materialism and towards spiritualism. Witness the growth in variations of yoga, meditation, Pilates, health and dietary regimes; the seachange movement; and the growth in the genre of 'spiritual intelligence' books about the importance of having balance and harmony, rejecting materialism and the 'dumb culture' that sees us strive to achieve then die before we can enjoy our success.

Growth of spiritual intelligence

Some corporations have tried to make a business based on these values (e.g. The Body Shop). Many corporates have adopted 'transformation' programs for senior management that may include meditation rooms, lifestyle counselling for managers, and awareness programs. Even though the cynics might suggest it is another fad, there are undoubtedly elements that will be sustained in our culture. Our ageing population would suggest that there will be more of us who are wondering where we are going with our lives and how to achieve a better balance.

Marketing is mostly still stuck in the old paradigm of materialistic promotion, but I feel we will see a shift away from this as more above-the-line advertising is replaced by other forms of marketing.

To achieve this, marketers need to be thinking of the wider perspective of spiritual needs as well as material needs. The role of the brand in this thinking will become greater, because it is the brand that communicates values and spiritual feelings over the functionality of the product or service.

For market researchers, it is even more important that we have a balanced lifestyle so that we can bring to our interpretation and strategic thinking a wider range of life experiences and values, not just the narrow perspective of data analysis and category expertise.

In the meantime, where we find brand, product and marketing managers who are narrowly focused on their own product space and corporate politics, we need to be clever and diplomatic in bringing to them a bigger picture of the market, the needs of the consumer, and the changing future.

This is what true 'market intelligence' is about. It is about big-picture thinking and about sensible design of research to provide a clear picture of where the world is going. It is about being objective and getting rid of old prejudices and organisational myopia.

Above all, market intelligence is not about 'sexing up' the data. It is about making intelligent use of information and research interpretation that includes thinking and creativity, not simply number crunching to support what was already decided in the mind of the marketer. ●

Have you got your government trademarks covered? Yes Minister!

JOHN KENNY, the principal of Kenny & Co Lawyers, provides a summary of his session at the AMI Government Marketing Conference (4-5 September in Canberra) on the importance of protecting government trademarks.

THE assets of the new economy are principally intellectual property. Governments, using taxpayer funds, are prime creators of intellectual property (IP). Their governance obligations to properly identify and protect public IP are as high, if not higher, as other developers of IP.

For example, the name and collateral marketing material associated with each government program publicly funded and operating to the benefit of the Australian public should be the subject of a trademark application.

Without registration as a trademark, there is no guaranteed ownership of a name or logo. This allows other participants in a marketplace to use a name or a logo of the government program for their own purpose and without the permission of the government agency involved.

Good governance requires that government departments apply world's best practice to their program branding protocols. It is apparent from an observation of federal and state

government branding protocols that there is not a consistent, whole-of-government approach to these issues.

Consequently, public funds are at risk in supporting programs, the names of which are available for use by persons or organisations unconnected with the programs. The absence of a consistent branding and trademark protocol is in contradiction of governance standards, which themselves are the subject of recently published standards ISO AS8000 and AS8004.

These governance standards are reinforced by Commonwealth legislation, namely the Financial Management and Accountability Act 1997, which states that "whereby Commonwealth CEOs are legally required to ensure the resources of an agency are utilised in an ethical and effective manner".

The combination of these ISO and statutory standards has the following implications:

- A department should have a clear policy direction for its staff outlining how trademark branding of programs co-ordinates with the adoption and rollout of policy, who owns the program brands, and how those brands will be defended against infringement.

- A department should have a program brand management strategy to make staff aware of the importance of brands and the creation of a register.
- A program brand audit should review which programs have not been properly branded and what corrective strategies can be adopted.

The Financial Management and Accountability Act 1997 encourages the development of a framework for the proper management of 'public money' and 'public property' broadly. (These terms refer to money or property that is owned or held by the Commonwealth, including money or property held in a trust. This act binds the Crown as right of the Commonwealth, but does not make the Crown liable to be prosecuted for an offence.)

Senior public managers now have the personal

responsibility to ensure that no publicly funded programs are launched without reference to a program brand that is the subject of a trademark application.

IP Australia has developed information to assist government program managers and marketing/communication managers about intellectual property. In particular, the information outlines the benefits of understanding the relationship between trademarks and branding a new government product, service or program. Case studies of government agencies that have used registered trademarks are also featured. Go to www.ipaustralia.gov.au/government or email marketing@ipaustralia.gov.au for more information.

Brand Manners

— How to create the self-confident organisation to live the brand

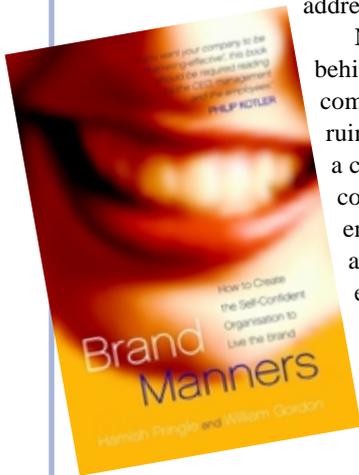
By Hamish Pringle and William Gordon. Published by John Wiley UK, 2003. RRP \$38.95 (hb).

ISBN 0 471 49606 5.

Reviewed by MICHAEL ERWIN

“I walked out of the bakery disappointed from a nothing experience. I won’t be back. All the marketing effort and money wasted!” This is exactly the sort of ‘disconnect’ between branding and an actual experience that Pringle and Gordon address in *Brand Manners*.

No matter how good the work behind brand positioning, marketing and communication, a reputation can be ruined by a single poor interaction with a customer. The challenge for all companies building brands is to ensure that the whole organisation, and in particular its customer-facing employees, actually ‘live the brand’. If a firm’s employees cannot convey the brand’s essence in everything they do, they could seriously damage its image in the marketplace. ▶



Brand Manners gives top management a framework within which it can evaluate customers’ expectations and create a branded service culture to consistently exceed these expectations. It is written for those responsible for brands, but also for senior management. Unlike many brand books that focus on economic models or business school theories, *Brand Manners* recommends that organisations create a close relationship between corporate strategy (tactical business decisions) and branding (the way your company’s people deal with each other, with partners and with customers).

Pringle and Gordon take a step-by-step approach to ensuring that people act in a manner that reinforces the values that marketing has led the customers to expect. The approach means that all employees are responsible for the brand and that all managers should be coaching their teams to live the brand.

The book’s ideas are brought to life through a series of persuasive case histories and practical examples of business success and failure. The examples show how the reader can create a holistic branded delivery from the organisation to the consumer if the entire organisation ‘lives the brand’.

Pringle and Gordon provide a solid framework that allows companies to move beyond the traditional, centralised mode of command-and-control into a new management space. *Brand Manners* will not enable you to create a brand from scratch, but it might help to protect and revive the one you already have. *Michael Erwin is the director of InsightOUT Business & Personal Coaching, based in Victoria.*

Testing, Testing 1, 2, 3

— Raise more money with direct mail tests

By Mal Warwick. Published by Jossey-Bass, San Francisco, 2003. 239 pages. RRP \$48.95 (pb).

ISBN 0 7879 6712 2.

Reviewed by NICOLA REYNOLDS

DIRECT mail testing is not one of the most sexy topics to cover in a 239-page book. But, although I cannot claim to have been riveted to every page, *Testing 1, 2, 3* is surprisingly readable.

Although it is written for “those directly engaged in direct mail fundraising” and authored in California, the lessons of the book are applicable for anyone who is serious about direct mail.

In fact, given the size of Australian direct mail campaigns by comparison with the United States, the small fundraising campaign examples used are very useful for Australian direct marketers, whether they are in the fundraising sector or not.

The author, Mal Warwick, is a seasoned direct marketing practitioner and it shows. He takes the reader through a step-by-step approach to testing, focusing particularly on how to test the offer (or in fundraising speak, the ‘ask’).

The style is pragmatic and the layout, with lots of white space and short chapters, makes the book easy to tackle.

The book provides real guidance for the novice — and I suspect the experienced direct marketer — on how to test, what to test, and when and when not to test different campaign elements, and then how to interpret the test results. Statistical techniques such as ‘confidence levels’ and ‘significance scores’ are explained in a way that is easily understood by the non- ▶

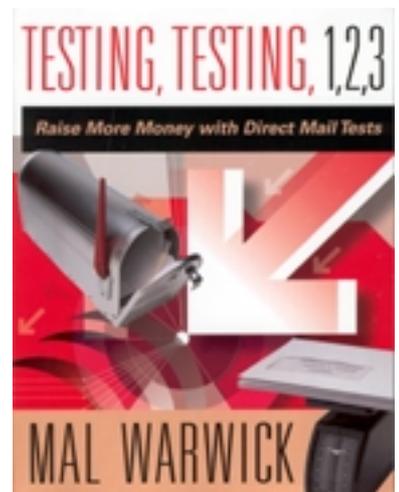
statistician (something I was very happy about!). Importantly, Warwick is also realistic about what testing can and cannot achieve.

The main out-take for the reader is that direct mail is counterintuitive. What works for one organisation may not work for another, or it may not work for the same organisation at another time. So it is vital to test each campaign to continually refine what is learned. My main criticism, then, is that the writer did not need 286 separate tests, covering 120-odd pages of table after table, to make his point.

So why test? Because, as Warwick demonstrates, by and large testing works. “Testing is the stuff of which great success stories are built, brick by brick.”

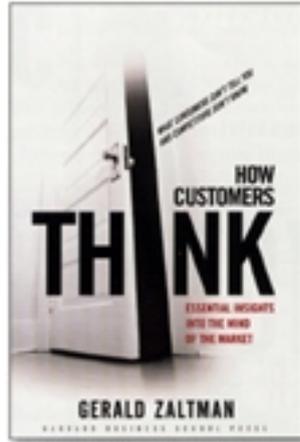
As marketers are under increasing pressure to demonstrate return on investment and to get more bang from their marketing buck, effective, methodical and ongoing testing can lift response rates and reduce costs by, to quote “up to 50 to 75 per cent”. Now that has got to be worth testing for.

Nicola Reynolds is the national marketing manager for Geospend Direct, Australia Post, and a Victorian councillor for the AMI.



How Customers Think — Essential Insights into the Mind of the Market

By Gerald Zaltman. Published by Harvard Business School Press, Boston, 2003. RRP \$64.95. ISBN 1 57851 826 1.
Reviewed by RAJEEV KAMINENI



COMPANIES are increasingly frustrated because of their inability to get an accurate grip on the pulse of the consumer, which has resulted in the multi-billion dollar boom in the marketing research business.

Professor Gerald Zaltman's book, *How Customers Think*, offers fresh insights into the consumer mind. Zaltman brings his vast experience as an academic as well as a consultant to this book.

Part 1, 'Preparing for an Expedition' (covering chapters 1 and 2), starts with an introduction that prepares readers for an in-depth and exhilarating ride through the consumer mind.

Part 2, 'Understanding the Mind of the Market' (covering chapters 3 to 10), is too theoretical and runs the risk of boring the practitioner. However, part 3, 'Thinking Differently and Deeply' (covering chapters 11 to 13), is a successful culmination of the effort to understand the consumer mind. The various examples given in part 3 make it enjoyable reading as they aid in comprehension of several complex issues. ▶

One particular aspect that I found interesting was the detailed criticism in chapter 5 of the focus group technique. It is worth noting the lack of empirical rigor in a widely used technique. Zaltman's coverage of the role played by memory in the consumer decision-making process is also extensive and intriguing.

There are several features, such as the use of pictures, summary tables and a short glossary of terms that make this book reader-friendly.

The topic of understanding the consumer mind has been extensively covered in the marketing academic literature, but this book successfully simplifies this rather complex process.

For an academic researcher, the list of accurate references will serve as a valuable resource. For the practitioner, the list of interesting examples and situations will offer a valuable insight into the functioning of several successful organisations.

I highly recommend this book for serious marketing practitioners, consumer behavior analysts and academics and students in the area of marketing and management. It is certainly not intended as a 'pop' reading.

Rajeev Kamineni is a lecturer in marketing in the School of Marketing and International Business at the University of Western Sydney, New South Wales.

Conquering Consumerspace — Marketing Strategies for a Branded World

By Michael R. Solomon. Published by AMACOM, New York, 2003. 276 pages. RRP \$44.95 (hb). ISBN 0 8144 0741 2.
Reviewed by ANITA WENDT



CONQUERING Consumerspace would be great reading if you were an American university student studying marketing, because it is a fantastic reference book on consumer behavior theorems and industry processes.

To tie the hundreds of theories and processes into a 250-page book Solomon has used rather casual language, which may make easy reading for those students but becomes frustrating (when 'witty repartee with the reader' is continually put in brackets).

Unsure of his target audience, Solomon tries to mix young, 'cool' language with the theory of heuristics. For example, he writes that "Juliet was only 13 when she tried to hook up with Romeo", and then in the next sentence swings into the theory-heavy economics-of-information perspective. By trying to offer something to everyone, Solomon's book becomes frustrating for everyone.

Real-life examples rarely extend outside America's boundaries and statistics quoted are from the 1980s and 1990s. 'Consumerspace' is touted as the mysterious 'next big thing' that needs unravelling, but in reality we have lived in, shopped in and worked in this environment for the past few years.

Consumerspace is just a new term; it's not a new idea. ▶

Practising marketers will already be using many tools and processes detailed by Solomon and will be frustrated by the lack of new, interesting information. Those new to marketing, or not working in the marketing field, will find the book very useful, as it is a comprehensive look at the evolution of today's consumer.

Anita Wendt is a marketing manager at Arnott's Snackfoods, based in Sydney.

Books for review can be sent to the editor, Paula Ruzek, at PO Box 382, Mentone, Victoria 3194.

New MEMBERS

The Australian Marketing Institute welcomes these new members.

AUSTRALIAN CAPITAL TERRITORY

Kasia Kucharska *AMAMI*, communications officer, Australian Taxation Office

NEW SOUTH WALES

Philip Barnes *AMAMI*

Julie Behrens *AMAMI*, director business development, marketing and public relations, Sydney Adventist Hospital

Geoff Blundell *AMAMI*, marketing manager, Merck Sharp and Dohme

Robert Brightwell *AMAMI*, director cardiovascular franchise, Merck Sharp and Dohme

Valerie Dutton *AMAMI*, micro segment marketing manager, Australian Taxation Office

Lorna Elliott *AMAMI*, marketing excellence manager, Merck Sharp and Dohme

Christie Freeman *AMAMI*, marketing services manager, Merck Sharp

and Dohme

Kathy Frketic *AMAMI*, national accounts manager, Cleanaway

Linda Garry *AMAMI*, head of marketing — communications and events, Advance Funds Management

Simon Gray *AMAMI*, director, Frontrow Sports and Entertainment

Beverly Gwatkin *AMAMI*, marketing director, Merck Sharp and Dohme

Jason Herring *AMAMI*, marketing manager, Merck Sharp and Dohme

Sarah Jackson, business development co-ordinator, Clayton Utz

Suzanne Kerlatec, Griffith University

A free service to AMI members

As a service to AMI members, *Marketing Update* will publish free job ads. The ads can be either from members seeking a new position, or from individual or corporate members seeking to fill a vacancy suited to the AMI membership. However, this is not an opportunity for consultant members to promote their services. All job ads must include contact details as *Marketing Update* will not handle responses. Write your job ad in 200 words or less and email it to Paula Ruzek at editor@ami.org.au.

Melanie Lindquist, promotions and marketing director, Radio Newcastle Pty Ltd

Janice Ly, University of Technology Sydney

Greg Lyubomirsky *AMAMI*, manager strategic healthcare initiatives, Merck Sharp and Dohme

Jane Marmotta *AMAMI*, regional marketing manager, Cap Gemini Ernst & Young

Matthew Masters

Danna McConnell, Northern Beaches TAFE

Kerry McMorro *AMAMI*, general

manager marketing, Community First Credit Union

Glenn Montgomery *AMAMI*, marketing manager, Merck Sharp and Dohme

Lauren Munro

Nathan Musson *AMAMI*, managing director, My First Pty Ltd

Stuart Ogden *AMAMI*, marketing manager, Merck Sharp and Dohme

Jeff Popplestone *AMAMI*, marketing programs manager, Fujitsu Australia

Emily Redmond *AMAMI*, Western Union Financial Services Aust Pty Ltd

Liz Siminsky *AMAMI*, marketing director, Merck Sharp and Dohme

Irina Tadevosyan *AMAMI*, marketing/events manager, Sydney Building Information Centre

Chooi Leng Tan, University of Sydney

NORTHERN TERRITORY

Skei Batton, Charles Darwin University

QUEENSLAND

Christine Cameron, TAFE Queensland

Chien-Hsing Chen, University of Queensland

Frances Christensen, University of Queensland

Chris Curtis *AMAMI*, consultant, Drake Executive

Mary Cutfield, Griffith University

Angelique Ettia, University of Queensland

Dr Marilyn Healy *AMAMI*

Rachael Hodge *AMAMI*, marketing manager, The Royal Children's Hospital Foundation

Anne-Marie Keleher *AMAMI*, state manager MS Readathon, MS Society of Queensland

Maryam Khatibi, Griffith University

Mark Krebs, University of Queensland

Katie Lee, TAFE Gold Coast

Steven Lopare, Moreton TAFE Mt Gravatt Campus

Liane McIntyre *AMAMI*, marketing co-ordinator/sales consultant, Key Communications

Debbie Teske, Central Queensland University Mackay Campus

Tom Wiley *AMAMI*, business development/marketing manager, Wiley & Co Pty Ltd

SOUTH AUSTRALIA

Nicole Attenborough *AMAMI*, marketing analyst, TOWER Trust

Adam Parker, University of Adelaide

TASMANIA

Andrea Gillham *AMAMI*, promotions and development officer, City Heart Business Association

Janelle Ihlow, University of Tasmania

Tina Mangels *AMAMI*, marketing executive touring, Tourism Tasmania

Michael Mulley *AMAMI CPM*

Alistair Oliver, University of Tasmania

Paula Szabo, University of Tasmania

Hoe Yinchoon, University of Tasmania

VICTORIA

John Allen *AMAMI*, business manager, Medtronic Australasia Pty Ltd

Tariqe Amiri, Victoria University of Technology

Nicole Dang, Monash University

Jim Giannopoulos *AMAMI*, product manager, Medtronic

Matthew Godden *AMAMI*, market

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New MEMBERS

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development manager Australasia, Medtronic

Bruce Gunn, national manager, Special Services Unit, Bureau of Meteorology

Jonathan Hall *AMAMI*, marketing communication/design manager, PB Sports Marketing

David Hawkins, SOCOM

Lyndon Humphrey, senior consultant, SOCOM

Dr Roy Kumar *AMAMI*, therapy development manager, Medtronic Australasia

Sol Lukatsky *AMAMI*, director, Revenue Group

Jacqui McMahon, Victoria University of Technology

Dushy Satkunanandan *AMAMI*, marketing manager, Netland Solutions Pty Ltd

Glen Sheppard *AMAMI*, national marketing manager, Medtronic

Grant Titmus, account director media relations, SOCOM

Write for Marketing Update

Marketing Update welcomes articles from AMI members that would be of interest to its readership. The article could be on some general aspect of marketing, a specific aspect, a marketing campaign conducted by your organisation — anything that shares your insights, experiences or knowledge. Articles can be up to 800 words in length (Word or text file). Diagrams or photos (JPG or TIF format) can be included (send as separate files, not as part of a Word file). Send your submission to the editor, Paula Ruzek, at editor@ami.org.au or email for submission guidelines. Inquiries: (03) 9583 5884.

Tricia Tjondropuro, SOCOM

Lucy Vanatta *AMAMI*, TAFE teacher, Victoria University of Technology — management and marketing

Fernando Viapiana *AMAMI*, marketing manager, Viapiana Consulting

Arthur Visedo *AMAMI*, sales and marketing manager, Kara Industrial Engineers Pty Ltd

Nicola Watson, University of Tasmania

Kellie Williams, marketing executive, LINAK Australia Pty Ltd

WESTERN AUSTRALIA

Hwee Ping Kea, Curtin University of Technology

Mark Kirton

Xie Liyi

Nancy Malouf

Carlo Vittiglia *AMAMI*, manager client communications, Challenger TAFE

INTERNATIONAL

Cornelius Ejiaku *AMAMI*, supervisor, supply and customer services, Shell Petroleum Development Co, Nigeria