



# CATALOGUE OF THE YEAR AWARD Six Years Straight

For the sixth consecutive year, the Catalogue of the Year Award has been presented for work printed by the Independent Print Media Group.

An impressive total of fifteen of the prestigious Australian Catalogue Awards were presented to IPMG clients, including not one but two Catalogue of the Year awards as well as the Effectiveness Award for the catalogue voted to be the most effective.

Catalogue of the Year in the 'up to 1.5 million' category was won by David Jones, printed by Offset Alpine and Freedom won Catalogue of the Year in the 'over 1.5 million' category for a piece printed by Hannanprint NSW.

Seven awards in total were won for catalogues printed by Offset Alpine for David Jones, Priceline, Oshkosh, Estee Lauder and ARB Corporation whilst six medals were awarded for catalogues printed by Hannanprint NSW for Freedom and Myer Limited.

Catalogues printed by Craft Printing and Hannanprint Victoria for their clients Morton Design and Myer Limited respectively were also recognised with awards.

Congratulations to all of these IPMG clients whose work was selected as exceptional out of an amazing 750 entries which were submitted in total.

Each entry was critically assessed by up to eight judges, who scored the various key elements that make up a catalogue including the impact of the cover, photography, merchandising, styling, branding, design, layout, copywriting and selling power.

More than 840 people attended the Awards night which was held on Friday 23<sup>rd</sup> June in the Ballroom of Melbourne's Crown Casino.

The Australian Catalogue Awards were first initiated by the Australian Catalogue Association (ACA) to encourage the stakeholders in this fragmented and highly competitive industry to band together and provide a forum for catalogue designers and advertisers to improve their art.

As noted by Chris Lee-Brown, ACA Chief Executive Officer, catalogue usage continues to grow in the retail arena as the significant media of choice for all retailers. In 2005, retailers invested 62% of their media dollars in advertising.

"Catalogue usage in 2005 increased 5.3% in volume terms with 8 billion pieces delivered to households," says Lee-Brown. "Agencies and their clients are increasingly viewing catalogues the most effective direct marketing medium available to retailers and an intrinsic element of their marketing mix."

The Australian Catalogue Awards is the premier industry event of the year, recognising catalogues as the most significant media of choice for all retailers. The number of Catalogue Awards won for catalogues printed by IPMG is evidence of the high calibre of our print quality and a credit to all of those involved in their production.



AUSTRALIAN CATALOGUE ASSOCIATION

**Catalogue of the Year - Winner - Up to 1.5 million Catalogues**  
Client: David Jones for 'La Dolce Summer 2005'  
Printer: *Offset Alpine Printing*

**Catalogue of the Year - Winner - Over 1.5 million Catalogues**  
Client: Freedom for 'Christmas 2005'  
Printer: *Hannanprint NSW*

**Winner - Effectiveness Award**  
Client: Priceline for 'Club Mag Winter'  
Printer: *Offset Alpine Printing*

**Winner - Retailers - Chain Stores - General - Over 1.5 million Catalogues**  
Client: Freedom for 'Spring 2005'  
Printer: *Hannanprint NSW*

**Winner - Retailers - Chain Stores Special Event or Theme - Over 1.5 million Catalogues**  
Client: Freedom for 'Spring 2005'  
Printer: *Hannanprint NSW*

**Winner - Fashion - Adult Apparel**  
Client: David Jones for 'La Dolce Summer'  
Printer: *Offset Alpine Printing*

**Winner - Fashion - Children's Apparel**  
Client: Osh Kosh for 'Summer 2005'  
Printer: *Offset Alpine Printing*

**Winner - Fashion - Personal**  
Client: Estee Lauder for 'Turning Heads'  
Printer: *Offset Alpine Printing*

**Winner - Travel & Leisure - Automotive Parts & Accessories**  
Client: ARB Corporation for '4x4 Accessories'  
Printer: *Offset Alpine Printing*

**Winner - Letterbox Power - Furniture, Bedding & Manchester**  
Client: Freedom for 'Christmas 2005'  
Printer: *Hannanprint NSW*

**Winner - Letterbox Power - Children's Toys**  
Client: Myer Limited for 'My Toy Sale June 2005'  
Printer: *Hannanprint NSW*

**Winner - Communications - Business Communication Equipment**  
Client: Morton Design for 'Epson Company Profile'  
Printer: *Craft Printing*

**Winner - Home Interiors - Up to 1.5 million Catalogues**  
Client: David Jones for 'Summer Home Book 2005'  
Printer: *Offset Alpine Printing*

**Winner - Home Interiors - Over 1.5 million Catalogues**  
Client: Myer Limited for 'Big Black Sale'  
Printer: *Hannanprint Victoria*

**Winner - Home Repairs & Outdoor - Over 1.5 million Catalogues**  
Client: Freedom for 'Outdoor Living Spring 2005'  
Printer: *Hannanprint NSW*