



## 13<sup>TH</sup> Australian Catalogue Awards 2004

# INDEPENDENT PRINT MEDIA GROUP The Catalogue Kings

The Australian Catalogue Awards is known to be the premier industry event of the year. It is the recognition of printed catalogues as the most effective, direct advertising medium available to retailers.

Yet another year has passed and once again IPMG, in competition with all of the other printers in Australia, have proven to be at the forefront of quality catalogue production by printing ten out of the 37 award-winning catalogues.

Over 750 people attended the Awards night which was held on Friday 25<sup>th</sup> June, in the Grand Ballroom of Melbourne's Sofitel Hotel.

IPMG printing companies won ten awards in total this year with Hannanprint NSW being the proud printers of the Freedom "Staying in Winter 2004 Catalogue which won Catalogue of the Year - Over 1.5 Million Catalogue. This means that in addition to the Catalogue of the Year, Hannanprint NSW are currently the printers for Magazine of the Year "Delicious" at the MPA Awards as well as The Wentworth Courier - Community Newspaper of the Year – Over 50,000 copies at the CNA Awards.

In total, Hannanprint NSW won four Australian Catalogue awards, as did Offset Alpine Printing, whilst Craft Printing were awarded with two awards. Hence the Australian Catalogue Awards night once again was a tribute to the quality work that is continuously produced by IPMG companies.

Chris Lee Brown, CEO Australian Catalogue Association noted that in the portfolio of winners and finalists showcased you will see the finest examples of the commercial use of layout, art style, form, colour and functional effectiveness.

"Commercial effectiveness is the true litmus test of a successful catalogue and the continuing growth of catalogue advertising as a medium, is certain proof that they do work," he said.

According to research undertaken recently, catalogue marketing by non-traditional users has increased by an annual rate of 6.2 percent amongst non-traditional users since 1992. The research, which included interviews with 1,200 household shoppers, found 74% of the respondents visited a store as a direct result of reading its catalogue.

Over the last few years, catalogue expenditure has significantly grown. The latest research shows that the divide between above and below the line advertising is blurring and that catalogues are increasingly seen as a sophisticated and cost-effective way for getting to consumers and potential consumers.



### Catalogue of the Year – Winner – Over 1.5 million catalogues

Client: Freedom Group for "Staying in Winter 2004"  
Printer: *Hannanprint NSW*

### Winner – Fashion – Personal

Client: Estee Lauder Pty Ltd for "Gift Time"  
Printer: *Offset Alpine Printing*

### Winner – Retailers – Chain Stores General – Over 1.5 million Catalogues

Client: Freedom Group for "Staying in Winter 2004"  
Printer: *Hannanprint NSW*

### Winner – Catalogue Innovation – Direct Mail – Business to Consumer

Client: Amway for "All Things Christmas"  
Printer: *Offset Alpine Printing*

### Winner – Retailers – Chain Stores – Special Events or Themes – Over 1.5 million

Client: Freedom Group for "Time to Celebrate Christmas 2003"  
Printer: *Hannanprint NSW*

### Winner – Catalogue Innovation – Direct Mail – Business to Business

Client: Kas Australia for "Soft Furnishings"  
Printer: *Offset Alpine Printing*

### Winner – Retailers – Shopping Centres

Client: IPOH Pty Ltd for "Queen Victoria Building Autumn Winter 2003"  
Printer: *Craft Printing*

### Winner – Home Interiors – Over 1.5 million Catalogues

Client: Freedom Group for "Staying in Winter 2004"  
Printer: *Hannanprint NSW*

### Winner – Fashion – Women's, Men's and Children's Apparel

Client: IPOH Pty Ltd for "Queen Victoria Building 'Autumn Winter 2003"  
Printer: *Craft Printing*

### Winner – Craft – Photography & Illustration

Client: Nutrimetics  
Printer: *Offset Alpine Printing*