

INDEPENDENT PRINT MEDIA GROUP

# The Champion of Champions

at the 14th Australian Catalogue Awards 2005



Sydney with six panels and 45 judges reviewing and assessing 770 individual catalogues. The judges were selected from within the catalogue industry, with panels balanced between advertising agency creative, production and account management professionals as well as retailers and marketers.

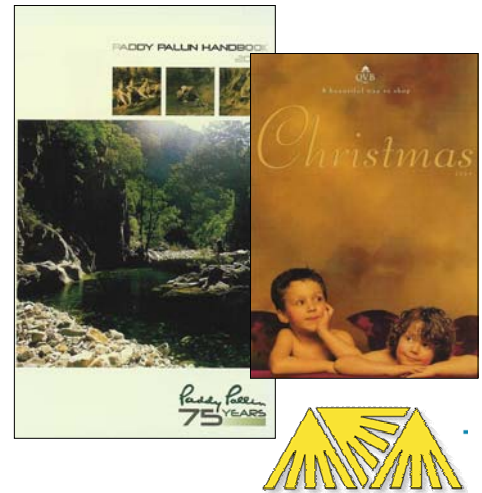
Each entry was assessed by up to seven judges who scored the catalogue in terms of its key elements, including the 'impact' of front covers, the photography, merchandising, styling, branding, design, layout, copywriting, selling power, printing and production.

"The Australian Catalogue Awards are a sincere acknowledgement of the worthy efforts of a great number of Australians who have dedicated themselves to their chosen profession." noted David Chesser, Chairman Australian Catalogue Association and Chris Lee-Brown, CEO Australian Catalogue Association.

"The product of their labours, the ubiquitous advertising catalogue, plays a critical role in generating a buoyant and healthy retail economy throughout the year."

Retailers know from their internal statistics that catalogues work hard to produce effective and measurable results with the lowest cost per impact by far. As the most effective way of reaching all householders, the catalogue industry provides employment for upward of 160,000 people, and represents around 60% of all retailers' advertising dollars spent annually.

Congratulations to our multi award-winning IPMG companies and their clients including Paddy Pallin, Capt'n Snooze, Myer Stores, IPOH Pty Ltd, Osh Kosh, Domayne, Amway and Freedom.



AUSTRALIAN CATALOGUE ASSOCIATION

**Catalogue of the Year - Winner - up to 1.5 million catalogues**  
Client: Paddy Pallin for "Handbook 2005"  
Printer: *Offset Alpine Printing*

**Catalogue of the Year - Winner - over to 1.5 million catalogues**  
Client: Capt'n Snooze for "Reinvent Yourself"  
Printer: *Offset Alpine Printing*

**Winner - Retailers - Chain Stores General - over 1.5 million Catalogues**  
Client: Capt'n Snooze for "Reinvent Yourself"  
Printer: *Offset Alpine Printing*

**Winner - Retailers - Chain Stores - Special Events or Themes - Over 1.5 million Catalogues**  
Client: Myer Stores for "Spring Summer Collection"  
Printer: *Hannanprint NSW*

**Winner - Retailers - Shopping Centres**  
Client: IPOH Pty Ltd for "Queen Victoria Building A Beautiful Way to Shop"  
Printer: *Offset Alpine Printing*

**Winner - Fashion - Adult Apparel**  
Client: Myer Stores for "Spring Summer Collection"  
Printer: *Craft Printing*

**Winner - Fashion - Children's Apparel**  
Client: Osh Kosh for "Who do you want to be?"  
Printer: *Offset Alpine Printing*

**Winner - Fashion - Personal**  
Client: Myer for "Beauty Heaven"  
Printer: *Hannanprint Victoria*

**Winner - Travel & Leisure - Leisure Time**  
Client: Paddy Pallin for "Handbook 2005"  
Printer: *Offset Alpine Printing*

**Winner - Letterbox Power - Whitegoods and Home Entertainment**  
Client: Domayne for "The Home of Cooking & Coffee"  
Premedia: *Sinnott Bros*

**Winner -Letterbox Power - Furniture, Bedding and Manchester**  
Client: Capt'n Snooze for "Reinvent Yourself"  
Printer: *Offset Alpine Printing*

**Winner - Communications - Direct Mail Business to Consumer**  
Client: Amway for "Better Choices"  
Printer: *Offset Alpine Printing*

**Winner - Communications - Campaign Series**  
Client: Amway for "Better Choices"  
Printer: *Offset Alpine Printing*

**Winner - Home Interiors - over 1.5 million catalogues**  
Client: Freedom for "Bring your Room to Life"  
Printer: *Hannanprint NSW*

**Winner - Home Repairs & Outdoor - over 1.5 million catalogues**  
Client: Domayne for "Experience your Outdoors"  
Premedia: *Sinnott Bros*