

Success Stories



**Our Awards we're
super proud of...**

**We
help
your
brand
look
great!**

We've got all bases covered



What we can do for you

Our award-winning, Australian-based team is waiting to help you bring the very best out of your brand!

So, when you work with the Get Smart Group, what do you get?

- A comprehensive array of high quality, globally sourced goods and custom-made products.
- Saving you time and money through our passion to be at the forefront of innovative IT, marketing ideas and warehousing solutions.
- A team that works in partnership with you as an extension of your marketing team.
- A team that helps you connect to your target market, by aligning branding with the right merchandise.

2x APPA **Platinum** Awards for Overall Excellence

We're so proud to be able to say that we have been awarded the highest, most prestigious award in the Promotional Products Industry. **That's definitely something to boast about! Woo, go team!**

APPA GOLD Award 2023

Not for Profit Project

APPA PLATINUM Award 2022

Top Industry Award for Overall Excellence

APPA GOLD Award 2022

Promotional Product Design & Innovation

APPA GOLD Award 2022

Integration to a Media Campaign

APPA GOLD Award 2022

Not for Profit Project

APPA GOLD Award 2022

Event Merchandise

APPA GOLD Award 2020

Not for Profit Project

APPA GOLD Award 2020

Limited Budget/Eco Friendly Product Project

APPA PLATINUM Award 2019

Top Industry Award for Overall Excellence

APPA GOLD Award 2019

Promotional Product Design & Innovation

APPA GOLD Award 2019

International Supplier/Distributor Collaboration

APPA SILVER Award 2015

Collaborative Creativity in Manufacturing

APPA BRONZE Award 2015

Promotional Excellence Merchandise Programs

APPA GOLD Award 2014

Promotional Excellence Tradeshow & Conference Program

NSW Business Chamber 2016

Excellence in Small Business

Hunter Business Award 2016

Excellence in Small Business

Who is APPA?

Why should I care?

The Australasian Promotional Products Association (APPA) represents businesses that specialise in the supply, distribution and decoration of promotional products. APPA promotes the development, integrity and creativity of the industry, ensuring good business practices and the highest industry standards.

The APPA Awards celebrate the most creative minds in the industry. These awards are about celebrating those who use their imaginations with smart business solutions, in ways that are as effective as they are creative.

Entering the APPA Awards for Promotional Products Marketing Excellence proves that we are pushing ourselves to extend the boundaries of what our unique solutions can achieve, but most importantly, it is a demonstration of our commitment to being the best in the industry, and the best we can be for you.



**AUSTRALASIAN PROMOTIONAL
PRODUCTS ASSOCIATION**

MEMBER

APPA Platinum Award for Overall Excellence

APPA Gold Award for Event Merchandise

University of Southern Queensland

2022

Client's Objective

The University of Southern Queensland (UniSQ) is a recognised leader in online and blended education, renowned for their supportive environment and student-focused commitment to learning and teaching. UniSQ offer over 700 specialised professional courses with 27,563 students around the world. The primary objective for UniSQ was their Student Engagement Strategy.

This consisted of two components:

- Increase student engagement at Open Day Events.
- Welcome students to UniSQ community & foster ongoing engagement.

Challenge

UniSQ Open Days provide students with an opportunity to experience campus facilities and student life, and to gain a sense of the student experience and overall 'vibe' of the university. These new products needed to wholeheartedly support and reinforce UniSQ values, whilst still remaining fashionable and fun.

- **For Open Day events** – develop products that were practical for students, custom designed to highlight the UniSQ colours/branding and bring a sense of fun to the students Open Day experience.
- **For UniSQ Community ongoing engagement activities** – develop a low-cost product that could be mailed out to students via Post, as many students study remotely. The product needed to be eye-catching, feature strong UniSQ branding, be useful, practical and a funky design so they became a talking point amongst students and generate social media activity. Develop a range of designs for students to collect.

Results

Open Day Event Merchandise – Custom Beanie:

- The beanie contributed to visitors rating their experience of UniSQ Open Day a total of 4.16 out of 5. Over 85% of visitors gave an above neutral rating. Students proudly donned the beanies from the moment they received them and lots of great photos were taken at the events.
- As this was a custom product with a 6–8 week lead time, our team managed the complete logistics of delivering them to campus sites, on time and under budget.

Community Engagement Merchandise – Custom Socks:

- Three eye-catching and aspirational designs were created with UniSQ ordering all three, to continue student engagement and encourage students to seek out the next style.
- The new design socks were launched online with a competition held to win a pair of these exclusive-to-students item, resulting in outstanding Social Media engagement.
- The Product met budgetary constraints. The price per unit was achieved – well below the target. The product quality and packaging exceeded client's expectations and enabled UniSQ to distribute these to students easily and at low cost via post.
- The Beanies and Socks complemented the existing range of UniSQ merchandise we produce.



APPA Platinum Award for Overall Excellence

APPA Gold Award for Product Innovation & Design

RACGP
(Royal Australian College of General Practitioners)

2019

Client's Objective

Our client, the Royal Australian College of General Practitioners (RACGP) is the largest professional body for GPs in the nation. This prestigious organisation develops standards to ensure the provision of high quality, world-class health services to all Australians.

In October 2018, RACGP submitted a bid to host the 2022 World Organisation of Family Doctors (Wonca) Conference. Their goal to be the successful winning bid and bring the international conference to Australia. To help support their bid RACGP wanted a gift which would allow them to stand out from the other conference host contenders, something that would be memorable. This gift would be presented to Wonca delegates at their upcoming conference in South Korea.

Challenge

RACGP also conveyed their requirement that the successful supplier must handle all the logistics to ensure the goods arrived in South Korea on time.

Our mission was to help our client win the 'Olympic bid' of the health industry!

To achieve this, we needed to:

- Innovate a truly Australian inspired gift befitting RACGP/Wonca Member's expectations - both prestigious organisations
- Manage the production/logistics to ensure product arrived on time and project kept within budget

Results

The promotional gift we innovated pushed the boundaries of creativity in product design. **The RACGP Australian Sea Turtle featuring three "Garray" Collection Australian Black Opals "wowed" the Wonca voting members. This contributed to RACGP's successful win to host the Wonca Conference.**

We combined the highest industry standards with our best business practices to design/deliver a truly unique piece of art which spoke to our target audience about Australia – including a story from the Yolgnu peoples from Arnhem Land in the Northern Territory.

RACGP won the bid to host the 2022 Wonca Conference defeating competitive bids including London.

RACGP President Dr Nespolon, celebrated the win, saying the conference will bring the world's best family medicine professionals to Australia. **"This is an extraordinary win for the RACGP".**

The sea turtle embodied and celebrated the Australian spirit incorporating the key elements the client required which was to highlight something uniquely Australian. The "Garray" Collection Black Opals from Lightning Ridge can be found no-where else in the world and are a highly valued gem especially in Asian markets, eg South Korea where the bid conference was held.

We innovated, designed, sourced and distributed a one of a kind product representing the highest possible quality to match the client's prestigious brand which perfectly complimented their brand objectives and marketing strategy. **Our client achieved their goals, won the 2022 Wonca bid and is now bringing this prestigious conference to Australia.**



APPA Gold Award - Not for Profit

Jean Hailes - Women's Health Week

2023

Client's Objective

Jean Hailes Women's Health Week (WHW) is a week dedicated to all women to make good health a priority. It is a nation-wide campaign of events and online activities all centred on improving women's health and helping them make healthier choices.



We believe in physical and emotional health and wellbeing in all its dimensions for all women in Australia throughout their lives.



Challenge

Improving women's health, making healthier choices, raising awareness and educating women, sharing ideas and information, fundraising.

- Increase focus on encouraging women to check in on their mental and physical health
- Expand reach into diverse groups of women, including gender diverse, migrant and refugee communities.
- Increase website visitors (particularly in regional, rural and remote locations), website traffic, media exposure, extensive social media traffic
- Increase campaign and online subscribers
- Increase events - particularly in regional, rural, remote and indigenous communities

Results

We designed a beautiful eye-catching bag incorporating the campaign message. The bag is made from RPET, is a perfect size for participants to re-use for shopping and the price was below budget.

- 3 million + people reached
- 44% people more aware of their local health services
- 53% people more likely to eat better
- 63% people more likely to increase their physical activity
- 33% people more likely to see a doctor
- 1.6 million website visitors to the Jean Hailes and Women's Health Week websites (+ 296%)
- 139,000 total readership of Jean Hailes Feature Articles and 25,000 downloads
- 4.9 million people reached via social media (+ 136%)
- 5.6 million total media value
- 35% events with priority populations
- 56% of event hosts were new



WOMEN'S HEALTH WEEK

Jean & Hailes
FOR WOMEN'S HEALTH



Women's
Health
Week

Jean & Hailes
FOR WOMEN'S HEALTH

APPA Gold Award - Not For Profit

Jean Hailes - Women's Health Week

2022

The promotional product utilised in the WHW campaign is a gift tote bag – their major marketing asset. The bag is enormously popular across the targeted audience as it is useful, practical, eco-friendly and the design is aspiring and eye-catching, unique, and aspirational.

Client's Objective

Beginning in 2013, Women's Health Week (WHW) is a celebration of women in Australia from all walks of life. It is a nationwide annual campaign dedicated to education, events and online activities centred on improving women's health and helping women make healthier choices. One of key objectives is behavioural change, because of participants becoming more aware of the importance of women's health and one of the key messages was to encourage women to check on their mental and physical health.

Challenge

Our client's brief and goals of the campaign was to raise brand awareness to increase the number of event registrants, attract more visitors to the website, boost the number of online subscribers, as well as extend engagement in social media and increase media articles generated. Our client also wanted to expand reach into Indigenous communities, regional and remote Australia as well as women in diverse groups and multicultural communities.

A new design needed to be created for the major marketing asset, the Jean Hailes WHW gift bag, incorporating a stylish indigenous artwork with the ability to incorporate co-branding for Sponsor logos. The design needed to be aspiring and eye-catching to promote brand awareness and achieve a broad appeal across all demographics.

Our client wanted to continue the focus on environmentally friendly and sustainable campaigns, eliminating single-use plastic and utilising recycled materials in both the manufacturing of the bag and the packaging.

The product campaign also needed to be financially sustainable. Our manufacturing partner needed to deliver an end-to-end solution for design, manufacture, Quality Assurance processes, as well as streamline the logistics and bundling of the bags to make order fulfillment faster and more cost effective.

Results

Brand awareness was increased – The target of double-digit growth in registrants was achieved with a 14.2% increase; online subscribers increased by 21%; Website visitors increased by a whopping 476%; Social Media audience increased by 106% on previous year; Media news articles increased by 8.2%; Reach into regional, rural, and remote areas and communities increased with 36% of events held in regional, rural, and remote areas and 160 events were held in Indigenous communities.

The WHW campaign in 2021 achieved a behavioural change with 30% of women planning to book a health check, 36% will discuss concerns with their health professional, 55% are now more aware of their local health services, 71% said WHW information helped improve their mental wellbeing, 57% plan to take steps to improve their sleep and 60% said information helped them be more physically active.

All elements of the client's brief were met, developing a product that was eco-friendly, re-usable and cost effective that would continue to be used as a mechanism to inspire and inform women and build brand awareness.



APPA Gold Award - Integration to a Media Campaign

Port Stephens Visitors Centre

2022

Client's Objective

Destination Port Stephens (DPS) creates, develops, and implements a range of projects and marketing programs aimed at increasing destination awareness and travel to Port Stephens. DPS builds collaborative networks throughout the region to create opportunities for new and existing tourism product and businesses.

The DPS "Incredible by Nature" Media Campaign was part of the 2020-21 Recovery Strategy providing support to the tourism industry and local businesses during the crisis and when travel restrictions lifted to drive destination marketing.

Challenge

Destination Port Stephens (DPS) and Get Smart Promo needed to create products that would build upon the brand and appeal of DPS as well as continue to promote growth and opportunity within the travel industry. The "Incredible by Nature" campaign was strongly focused on the natural beauty and wonder of the Port Stephens region including the important environmental aspect of maintaining this piece of paradise. Therefore, the products selected were often made of eco-friendly materials and the imagery and fabrics truly highlighted the colours associated with Port Stephens in nautical blues, sands, and earthy tones.

"Consumers love the stylish, eco-friendly and useful range of products."

Results

All the merchandise selected was useful and re-usable and would enhance the visitor's experience whilst on their holiday to the region. Complimenting the "Incredible by Nature" campaign, with high-quality, useful, and environmentally friendly products and procedures, further enabling extended brand exposure over the life of each product. For example: caps, umbrellas, cooler bags, drink bottles, bottle openers, stubby coolers and wine bags go hand in hand with a holiday experience. The quality and appeal of the products were paramount as we wanted visitors to remember their experience in a positive way and encourage them to return for another holiday in future.



Client's Objective

Our client BravoFit (Trading as Planet Fitness) is a franchisee of the USA based gym giant which opened in Australia in 2019. Their plans are to open a minimum of 35 new clubs across the East Coast of Australia offering consumers a low cost, high value model including a wealth of benefits and additional perks. The company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, not-intimidating environment, which they call the Judgement Free Zone. The Planet Fitness (PF) environment is designed where members can relax, go at their own pace, do their own thing without having to worry about being judged.

To reinforce this across all clubs, Bravo Fit approached us to design and manufacture some unique custom-made products as rewards for their Club Managers. These awards would be inspiring, have a high perceived value and be presented at the Planet Fitness Annual Conference Sydney in April 2021.

Challenge

Creating these unique and innovative products required our Design Team to think outside the box and search for new and interesting products that would fit the mould that Bravofit was looking for. This entailed investigating high and low for something that would truly fit the challenge and be a glorious prize for the receiver. Along with the bespoke awards, Bravofit also outlined their plans for future expansion, and the Get Smart Team undertook the massive responsibility of designing, branding, warehousing and distributing of a large range of custom Planet Fitness Merchandise, including Drinkware, Clothing, Bags, Stationary, Headwear, as well as Lifestyle and Leisure products.

Results

Our team met with renowned Australian Surfboard maker Brett Munro based in Byron Bay, NSW. Together they created two amazing design Long boards capturing the striking Purple & Yellow colours of the PF Brand. Each side of the surfboards were different incorporating the PF cog logo and the "Thumbs Up" icon on the other side, proudly alongside the iconic Munro logo.

We also commissioned a "cut-n-sew" manufacturer for the two Basketball Jerseys and then liaised with a quality framing manufacturer to mount them and apply the engraved plaques.

With the help of the Get Smart Team, Bravofit have successfully launched 10 new clubs utilising the Event Merchandise, with 3 in Sydney, 2 in the Central Coast NSW, 1 in Wagga Wagga and 4 in Queensland including as far north as Townsville. With 100% achieving the WELL Healthy-Safety Rating KPI.

In order for us to meet the important merchandise requirements his solution captured imagery, product descriptions and pricing for each of the above-mentioned products so that individual clubs could log-in with secure passwords and order/replenish stocks as required. Goods are shipped out within 24-48 hours of processing their order. This online solution provided Bravo Fit management with key financial data on Club orders enabling them to manage costs and on charge the club owners for products shipped to them.

More than 95% of PF stores are owned and operated by independent businessmen and women. The detailed reporting functionality included in the Online Store solution met BravoFit's requirements and also helped forecast product demand to optimise retail sales opportunities. By providing this on line solution and logistics services, this enabled us to deliver BravoFit with bulk buying savings, brand consistency across all products, secure warehousing free of charge and also saved them on valuable real estate space and warehousing staff costs.



APPA Gold Award - Not for Profit

Jean Hailes - Women's Health Week

2020

Client's Objective

Jean Hailes Women's Health Week (WHW) is a week dedicated to all women to make good health a priority. It is a nation-wide campaign of events and online activities all centred on improving women's health and helping them make healthier choices.

Challenge

- To work with a merchandise partner that could develop creative elements of their WHW campaign and help them to become a more environmentally sustainable campaign so they could continue to grow and fulfill their contract with the Federal Government.
- To eliminate all single-use plastic and introduce recycled materials
- Design the major marketing asset of the campaign which was a gift bag which needed to be made from recycled or eco-friendly materials and incorporate a gorgeous illustration by local artist Luci Everett
- Be financially sustainable as WHW is a not-for-profit - the gift bag needed to meet a tight budget of less than \$0.85 each
- Feature WHW branding and increase brand awareness
- Design other promotional merchandise ideas to support the campaign and inspire their participants as well as align with sponsor's requirements and budgets (all under \$1.00 per unit)

Results

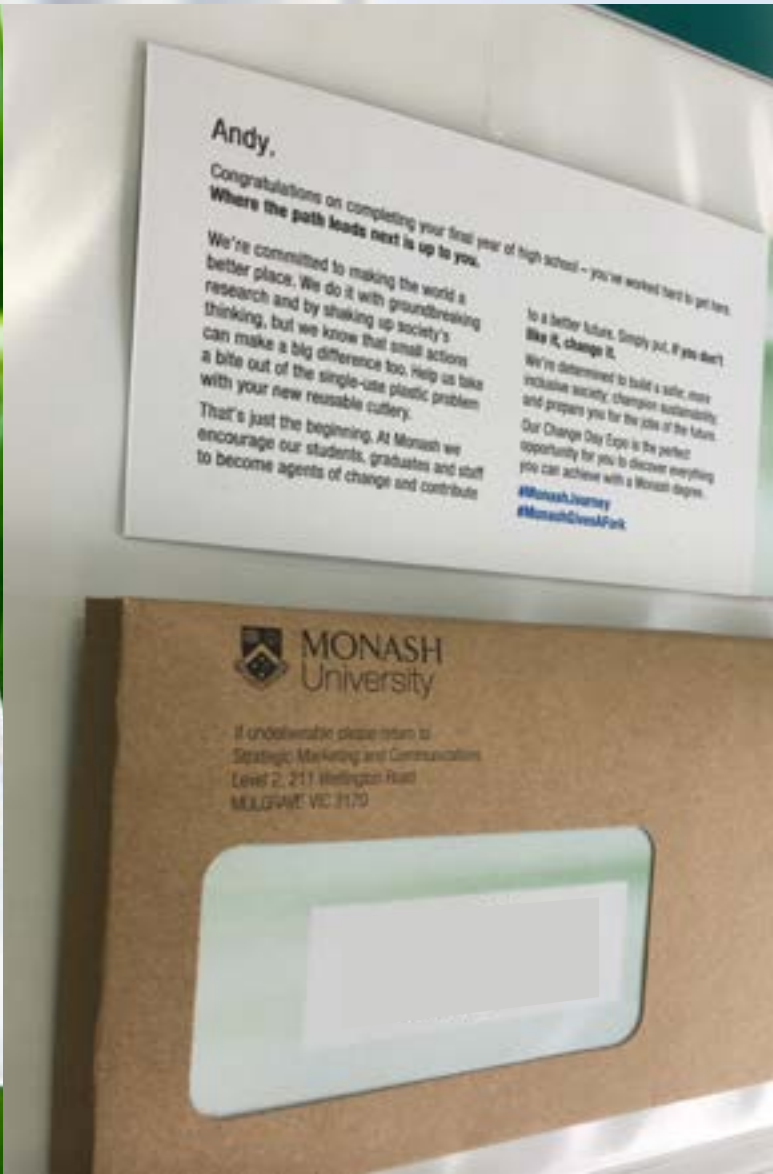
We designed a beautiful eye-catching bag incorporating the campaign message. The bag is made from RPET, is a perfect size for participants to re-use for shopping and the price was below budget. For other merchandise, we designed a handy keyring/lanyard, fridge magnet and Seedstick/bookmark featuring a beautiful story by indigenous students at Tennant Creek High School. The Australian-made bookmark had detachable seedsticks embedded in a recycled paper which grows into edible basil, tying into the campaign message of "plant the seeds of good health".

All elements of the client's brief were met, developing a range of campaign products that were both eco-friendly, reusable, and within very tight budget constraints.

"The event was a huge success breaking records, a 34% increase in attendees with over 112,000 women across 2889 events, 93,742 website visitors, 1.75 million social media impressions, 965 media items, and 44,732 campaign subscribers."

The campaign also resonated with women in regional areas including Aboriginal and Torres Strait Islanders in remote locations. Healthcare professionals also got behind the campaign hosting information stalls in hospitals and medical centres. Participants got involved in these events by hosting healthy morning teas, pamper days, fun walks, bike rides, information stalls and many arranged fund-raising activities.





APPA Gold Award - Limited Budget

Monash University

2020

Client's Objective

Monash University is ranked in the top 100 universities in the world, taking their reputation seriously and the desire to make a difference informs everything they do.

- Surprise and delight Year 12 students with a small gift to acknowledge their successful completion of Year 12, subtly promoting Monash and the Monash Change Day Expo

Challenge

The product needed to:

1. Support Monash's overall sustainable and ethical sourcing message
2. Align with previous 2 years campaigns focussed on ditching disposable products and reusing!
3. Custom designed, presented in eco-friendly packaging and cotton/canvas storage pouch
4. Incorporate a personalised card including student's name on greeting and name/address on reverse side
5. Meet low cost criteria and fit within DL envelope to minimise mailing costs as national distribution required
6. Delivered on time within very tight time frame!

Results

We sourced a quality, reusable product design, beautifully packaged in an eco-friendly cotton canvas pouch. Designed branding aligned with Monash's brand guidelines and added matching elastic closure to the pouch. This eliminated a press stud closure which would have made the product too bulky for mailing. The cotton canvas pockets were customised to fit each piece of cutlery, keeping them protected from contamination. Combined with an eco-friendly DL envelope incorporating the 'Change Day Expo' message.

The campaign 100% met the brief complementing the client's marketing activities promoting the Change Day Expo. The direct mail piece was successfully received by 26,000+ students who selected Monash as a VTAC preference. The Monash social channels were overwhelmed with positive responses from those who received the cutlery set and news spread to other prospective students who tweeted messages. The campaign was also featured in a Sun Herald article.

The Change Day Expo event received nearly 2000 attendees and the Monash website saw an overall increase of 618% in visitors compared to 2018. Monash University's marketing team conveyed the direct mail piece made a significant contribution to this increase in website traffic.



APPA Gold Award - Distributor/Supplier Collaboration

Donaldson Australasia Pty Ltd

2019

Client's Objective

Donaldson Filtration Solution's vision is to lead the world in filtration solutions. Donaldson's Australasia headquarters services thousands of distributors across Australia and New Zealand.

Donaldson 2018/19 objective was to roll out a new initiative to increase brand awareness through their retail distributors. The aim to encourage consumers and large commercial clients to select Donaldson products over competitor products. Their objective was to create a customised set of POS merchandise kits which would be tiered in their product selection and value to reward different levels of distributors. These kits would be allocated depending on distributor's grade and purchase history.

- Acquire more shelf space and brand exposure
- Raise brand awareness amongst: distributors, service personnel, on-site staff and consumers
- Encourage selection of Donaldson filters over other brands
- Design and create products that would have a broad appeal and be useful & easy to install in different distributor/retail environments

Challenge

Our client Donaldson Australasia, wanted to roll out a new initiative to increase brand awareness through their retail distributors nationally. They aim to encourage consumers and large commercial clients to select Donaldson products over competitor products. Their objective was to create a customised set of POS merchandise kits that would be tiered in their product selection and value to reward different levels of distributors. The product range would span more than 35 different custom items which were to be kitted into four packages and they needed a supplier to also manage logistics, importing, warehousing and distribution.

Results

The project we knew would be a challenging one taking into consideration the importance of achieving consistent branding across such a vast array of different products with different substrate materials. Get Smart Promo partnered with a supplier that had specialised knowledge of ethical sourcing with a full end-to-end solution and we were able to deliver all products with 100% brand consistency for our client.

Get Smart Promo successfully delivered on time and under budget, providing high-level custom-designed and sourced products to create brand awareness. Part of our brief was that the kits would be delivered as an out-of-the-box solution with every component considered including installation instructions and hardware/mounting brackets so the recipients could easily install the products into their outlets. "The level of collaboration, creativity, attention to detail, and commitment from getting Smart Promotional Products was outstanding," said Donaldson Australasia's Marketing Communications Specialists. "They kept us informed every step of the way with regular meetings and weekly conference calls to ensure everything was kept on track. Every component of the merchandise kits including the packaging and the product's fit for purpose exceeded our expectations".

APPA Gold Award - Tradeshow & Conference Program

Reed Mining Events

2014

Client's Objective

Our entry was the creation of a distinctive promotional product for our client Reed Exhibitions. Our client's brief was for an industry-specific, completely customised gift for the Asia Pacific International Mining Exhibition (AIMEX). The gift was needed to entice previously unattainable VIP Guests to attend the exhibition and encourage Exhibitors at the show to visit the Reed Mining Events stand.

Challenge

- Provide a low cost thank you gift with a high perceived value to AIMEX exhibitors.
- The client sought something distinctive that was mine related, and appealed to a wider audience within the global mining community. It needed to be sophisticated, smart and cost effective.
- To create customer loyalty and enhance the profile of the exhibition.
- No other media was utilised to promote the gifts. They were kept as a secret from exhibitors to maximize their impact at the show.

Results

The result was a completely bespoke design – a metal cufflink set in the shape of an excavator bucket – beautifully packaged in a wooden box. Meeting the urgent delivery and budget, this distinctive gift surpassed the client's objective on all levels.

Exhibitors received a voucher once checked in at the exhibition. This voucher entitled them to collect a set of cuff-links from the Reed Mining Events stand at any time during the exhibition.

VIP Guests were sent the excavator bucket cuff-links inside a custom-made wood grain box six weeks prior to the event, with an invitation to attend the exhibition.

An impressive 100% redemption rate was clear evidence of the popularity of the product. A further testament to the success of this campaign was a 20% increase in VIP guest attendance at the event.

"What an original promotional gift! I wear these all the time and get many comments about them. People always ask me who gave them to me and where they can get a pair."

"Recipients were delighted and, due to their popularity, many were trying to get multiple sets."



APPA Finalist - Apparel/Wearable Product

Reflections Holiday Parks

2020

Client's Objective

Reflections Holiday Parks work on behalf of NSW Crown Lands creating unforgettable experiences for visitors to enjoy the exceptional natural assets across 37 parks on the Far North and Mid North Coast, Cos Coast, South Coast and Country NSW.

- Develop a range of apparel and merchandise to complement their new colourful floral emblem branding
- The apparel needed to be suitable for their Corporate office staff, Reception staff, Cleaners, Cafes and Maintenance/Grounds team (including Hi-Vis) across all the parks.
- The range needed to be able to expand to include winter garments and seasonal product requirements.
- The range needed to be quality apparel that was fashionable, easy to wear and maintain and enabled a consistent branding of the new logo.
- Supplier needed to be managing the ordering and distribution logistics across their corporate office and the 37 parks located across a wide geographic area

Challenge

- Be of high quality, be serviceable and easy to maintain
- Be fashionable and enhance the visitor experience, tying in with the parks' locations and outdoor themes. The consistent branding on specialised uniforms for different job roles, making it easier for visitors to identify park employees and what work they do around the holiday park.
- Be able to be decorated in a consistent way and enhance Reflections Holiday Parks Floral emblem
- Be offered via a Reflections Holiday Parks branded website and online ordering portal with detailed product images, product descriptions, size charts and fitting tips. We even developed a "how to measure yourself video" to assist employees on selecting the right garment/size.

Results

Over 3100 garments and 6600 items of branded merchandise have been distributed/sold through the completed solution. Over 50 garments have been introduced into the range, so no matter what role each employee played in the Corporate Office or Holiday Parks, they had suitable garments and protective gear to keep them safe at work.

Delivered 100% quality garments and decoration – not one garment has been returned as faulty or unacceptable. Increased brand awareness and employee pride when wearing a quality and fashionable range of apparel.

The products and solutions we have delivered Reflections Holiday Parks have been enormously successful and the product range and service continues to expand. This cements our unique point of difference, we do not just supply merchandise, we see ourselves as a truly valued business partner to Reflections Holiday Parks and NSW Crown Lands.



This is it – the last straw you'll ever need, and a small step towards a more sustainable world.



MONASH
University



Michelle,
congratulations on completing
your final year of high school.

An opportunity lies ahead: you can maintain the status quo, or shape the future into something you're proud to pass on to the next generation.

At Monash, we're determined to make the world a better place. That's why we're committed to carrying out life-saving research, building a more inclusive society, championing sustainability, and preparing you for the jobs of the future.

Our Change Day is the perfect opportunity to get a taste of what you could achieve with a Monash education. Together, we can make a difference.

MONASH CHANGE DAY EXPO

Monday 17 December, 3 – 7pm
Caulfield campus

monash.edu/change-of-preference

APPA Finalist - Sustainable/Recycling Programs

Monash University

2019

Client's Objective

The University was looking for a unique gift that would not only tie into their specific campaign to target 15,000 School leavers in Victoria and encourage them to attend their "Change Day Expo" but also align with their overall Sustainability initiatives.

One of the mechanisms to facilitate this campaign was to utilise a direct mail program which included a custom printed DL card with variable data (student name and address) and information around their 'Change of Preference' Day. The chosen gift needed to fit within the DL card and envelope.

Challenge

The timing of the campaign was critical as the direct mail initiative formed part of a large campaign and the students needed to receive the invitation directly after receiving their Year 12 results. The chosen product to incorporate into this campaign was a reusable stainless steel straw.

1. Support Monash University's overall sustainability message
2. Align with "Ditch the disposables, Choose to Reuse"
3. Resonate with the target market and be funky, innovative, eco-friendly, reusable
4. Be suitable for a mail out campaign and fit within a DL envelope
5. Help potential students identify with Monash's focus on sustainability

Results

The campaign complemented and enhanced the client's marketing campaign and other marketing collateral promoting the "Change Day Expo", reinforcing Monash University's Environmental-Sustainability Plan. The campaign contributed to the reduction of plastic straws on campus, was hugely successful and a real talking point amongst students. It created high engagement in Monash University's social media channels leading up to the expo.

We delivered a full end-to-end solution for our client which matched the client's brief and minimised their workload. Our logistics expertise also ensured the client's critical delivery timing was met.

This direct mail out led to high engagement on their social medial channels with students creatively putting a case forward on why other students should be entitled to receive this straw. Just the excitement the client had hoped to achieve.

Monash University's goal to encourage HSC School leavers to attend the "Change Day Expo" was achieved and it was a huge success, with an outstanding turnout for the event. The University received excellent feedback with many students mentioning "the last straw" upon visiting the Expo. The product tied into both their campaign message and their overall sustainability objectives.

Flip it over and have a read, you won't regret it.

We've got the merchandise to make
your brand extra awesome.

How to get in touch:



Get Smart Promo
1300 88 99 86
gspromo.com.au



Unipromo
1300 080 072
unipromo.com.au

