

THE POWER OF CONNECTION

AiMCO Awards 2022 Case Studies

AiMCO
AWARDS 2022

Platinum Sponsor

 **Meta**



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AiMCO Awards 2022



Josanne Ryan
CEO, AAMA/AiMCO

The Australian Influencer Marketing Council is a not-for-profit industry association, driven by experts in the field, committed to ensuring this innovative advertising channel continues to build marketer trust and confidence through best practice, transparency and industry education.

Our Awards brings all elements of the ecosystem together to celebrate the very best in influencer marketing. They are a representation of the industry's Power of Connection. Our fantastic winners showcase and celebrate the following four pillars:

CREATIVITY – It's about creating and storytelling, about spreading the word in ways that are informative, thoughtful and clever. Not to mention amazing, beautiful, funny and inspiring.

COMMUNITY – It's about the gravitational pull we feel to connect with like-minded souls. To laugh, learn, engage, share and participate regardless of time and place

CULTURE – It's how life is constantly shifting and evolving and the creators and industry leaders who are driving and reflecting the zeitgeist.

COLLABORATION – Between everyone in the ecosystem, the brands, the businesses, the platforms, and the creators using their creativity to connect brands with their audiences.

More than 60 industry leaders took part in the judging process. Our sincerest thanks go to everyone of them for their dedication and time – with a special shout out to AiMCO Awards Chairman Patrick Whitnall

of Twentyfivefour for guiding, not only his fellow judges, but us through the process. We also want to acknowledge our wonderful Awards Committee for their ideas, guidance and support.

Thanks also go to our wonderful Awards sponsors our Platinum Sponsor Meta; Creativity Sponsor TikTok, Culture Sponsor Hello Social, Collaboration Sponsor Amplify; Gold Sponsor Vamp; Silver + Sponsor Meltwater; Silver Sponsors: OMG Content, Social Soup, Tagger, Talentpay Australia, Totally Awesome; our Media Partner AdNews and supporting partners Porter Novelli.

We trust this record of Award winners will be inspirational not only to those working in the influencer marketing space - but beyond - to those who are looking to connect their brands, their profiles or their clients to this vibrant and effective channel. Enjoy.

“The AiMCO Awards' Judges all commented how impressed they were by the calibre of the entries. The process was rigorous - we reviewed, we scored and we debated - it was often very tight. This is a great showcase for the fabulous work being created by the Australian influencer marketing community and the creators who are the heart of the industry.”

Patrick Whitnall,
Chair of Judges AiMCO Awards, AiMCO Deputy Chair



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INDUSTRY Most Influential

Background and brief: Paramount+ was the latest streamer in a busy market, with its biggest competitors having a three-year head start from an audience and brand-building perspective. With the service launching during COVID lockdowns, Hello Social saw the opportunity to drive brand awareness at scale with the 18-34 year-old cohort who were spending 40% more time on social media dual-screening during lockdown.

The approach: The campaign set out to deliver a unique cultural play to push Paramount+'s "Mountain of Entertainment" brand proposition into the zeitgeist. The campaign saw the unique pairing of The Inspired Unemployed and The Betoota Advocate, develop a content series of all-too-familiar, culturally relatable scenarios around streaming and consuming content, in an integrated multichannel campaign flighted across Paramount+ and the creator's social channels.

The idea: The Betoota Advocate set the scene warming the aligned audiences up with comical articles about streaming fails, setting The Inspired Unemployed up for their hero video that included all the scenarios. The exchange resulted in the Betoota revealing the collaboration by running an article about the Inspired's video, which delivered a multi-layered campaign intertwined content series.

Impact: Across all channels, the campaign organically generated 3M views, 2.5M social engagements and 8M impressions. In addition, content from the campaign was shared over 34,000 times and had a sentiment that was over 80% positive. The campaign drove instant social media growth for Paramount+'s channels and resulted in Paramount+ becoming the fastest growing Aussie streaming service on social media. Shortly after, the Paramount+ service became Australia's fastest growing streaming platform.

WINNER

Paramount+ The Inspired Unemployed and The Betoota Advocate
Hello Social



Judges Comment:

"Great brand alignment with a creative collaboration that delivered an iconic content partnership, and hugely positive results that really demonstrate the effectiveness of the partnership."



Category Sponsored by  Meta

CREATOR Most Influential

Ella Watkins is a comedy creator, actress and children's book author who has amassed over 2.8M followers on TikTok. Women's and LGBTQ+ issues, as well as autism awareness are central themes to Ella's content. With her signature red locks and eclectic humour, her content is playful and untethered, and ultimately chaotic. The pieces of content she is most proud are ones where complex storylines and jokes are fitted into short time frames, so that people can find hidden details the more times they watch it over.

Ella has worked with brands including Warner Brothers, UNO, Samsung, Spotify, Netflix, and more. She was the winner of TikTok, SPA

and Screen Australia's #GotAMinute competition for her satanic sitcom series 'The Down Under' which is now currently under production.

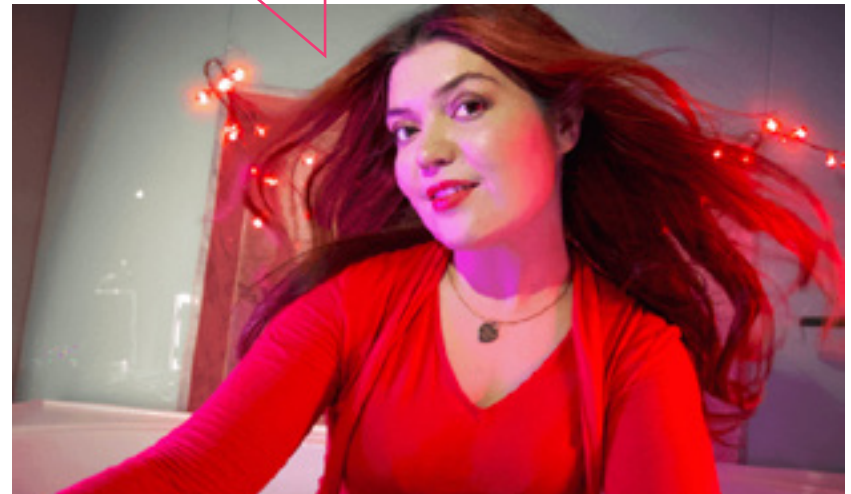
Most recently Ella is also a recipient of this year's Skip Ahead with Screen Australia and YouTube for her musical-comedy miniseries 'You May Think I'm Joking'. The series is based on true events and follows an autistic influencer struggling to express who she really is to fit the mould of who she thinks she should be.

Ella is represented by Amplify.

WINNER

Ella Watkins

 ella.whatkins
 ellawhatkins



Judges Comment:

"There's a real charm in Ella's performances, and a strength in creative interpretation of briefs and issues. Ella creates entertaining and quality content that leaves you wanting more, whilst capturing unique and important themes and storylines."

Category Sponsored by



BRAND Best Beauty & Wellness Campaign

Background and brief: Mainstream channels were oversaturated with cosmetics so making the product stand out from the crowd meant looking to new channels. The brief was to launch the Colossal Curl Bounce mascara and help grow the Maybelline business year on year. Wavemaker knew that diversifying the product usage would drive basket size up by creating new occasions and combinations.

The approach: Gaming is a new frontier for female Gen-Z engagement, Wavemaker saw the opportunity to recruit the next generation of mascara users to the brand using this platform.

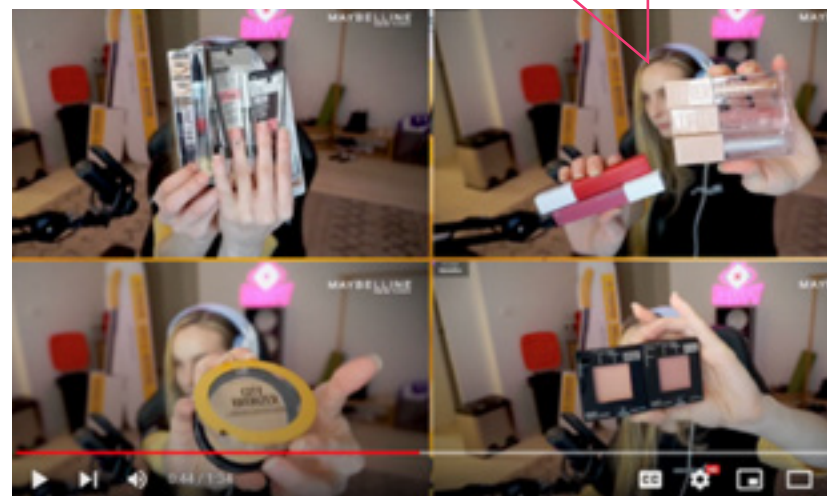
The idea: In a special live two hour sponsored broadcast, the Twitch community were invited to get ready with www.twitch.tv/fasffy, a first for the region with a big influential voice in the gaming space using Maybelline products. Audience vetting indicated 82% of her target audience were 18-34 year olds and her engagement rates across all content formats were all higher than the average benchmarks.

Running alongside the dedicated make-up stream from Fasffy, was an interactive community experience which enabled viewers to choose every part of their look, from the colours to the style, using Twitch's poll feature. The content was tied back to commerce throughout the live-stream where viewers were able to click directly through to purchase the Colossal Curl Bounce mascara.

Impact: Grounded in audience participation, video interaction and new looks created with in-game characters, minutes watched nearly doubled to 84,850. The content generated 458 chat interactions a 34% uplift vs other Fasffy campaigns. This campaign outperformed media metrics by 89%, and sales skyrocketed with +31% increase in Maybelline brand searches on Amazon and +15.6% increase in glance views. The product sold out on-stream.

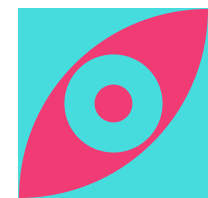
WINNER

Maybelline - Get Ready with Me
Wavemaker



Judges Comment:

“Really great, different idea with great metrics to go with it. They really understood the influencer and her community and designed the campaign around the insights they gained from their testing.”



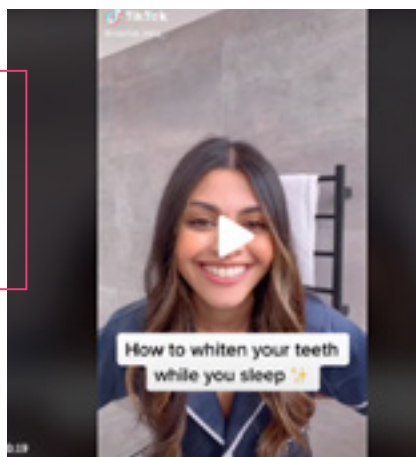
Category Sponsored by



BRAND Best Beauty & Wellness Campaign

HIGHLY COMMENDED

Colgate Optic White
- #SmileOutLoud
Wavemaker/Hypetap



Colgate Optic White sought to get more people feeling confident about their smiles, whilst elevating the product to being an everyday beauty essential. Wavemaker launched a hashtag challenge on TikTok that was amplified by working with six creators, engaged through Hypetap. The in-feed reach & consideration campaign showcased 'how to' and 'product demonstration' content by creators that focused on the ease of using Optic White.

FINALIST

John Frieda - Always-on
influence program

Social Soup

FINALIST

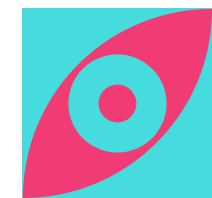
Remington - Get Rready
With Me

Leapfrogger

FINALIST

Revamp Australia
- Launch Campaign

Two Hands Agency





BRAND Best Fashion & Style Campaign

Background and brief: PayPal wanted to launch its Buy Now Pay Later (BNPL) product PayPal Pay in 4. The brief was to hero the products no late fees or interest proposition to consumers, and no additional fees for businesses - whilst driving uptake, consideration, and awareness amongst key audiences: Digital Natives (18-35 year olds) and Planners (35-45+ year olds).

The approach: Edelman identified an opportunity to connect PayPal Pay in 4 with a fashion-conscious Australian audience by partnering with the Melbourne Fashion Festival in the 'See Now, Buy Now' runway presentation space.

The idea: Identifying 60 influencers with Macro, Mid-tier and Micro profiles to provide exclusive backstage, and front-row access across all 16 shows. These included, Aussie icon Vera Blue whose content included live appearances and an exclusive performance supported by a media partnership with Nova

Red Room; and Australian comedian Jimmy Rees who delivered a behind the scenes Instagram takeover.

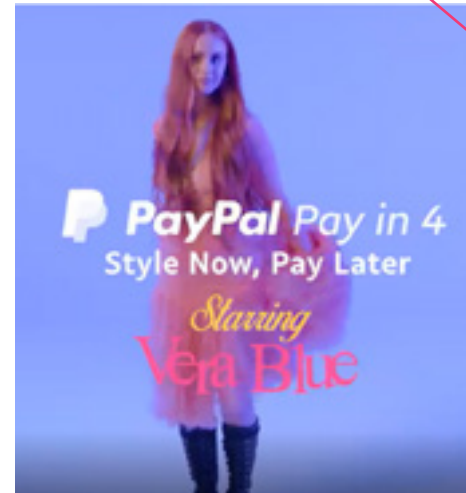
PayPal also launched its first TikTok channel with a TikTok Hashtag Challenge, #PayPalStrutYourStyle - led by influencers encouraging Aussies to show their most creative runway strut for a chance to win their share of prizes.

Impact: Over 600 pieces of content, receiving a combined reach over 13M accounts with the Jimmy Rees content alone resulted in over 21K engagements on PayPal's channels. There was a 18% increase in PayPal's social community, a 157% increase in engagement, and a 120% increase in reach. #PayPalStrutYourStyle reached over 3.6M Aussie TikTok users and launched the channel in Australia.

Overall, there was a 79% increase in awareness and 186% increase in consideration of PayPal Pay in amongst the key audience.

WINNER

PayPal - Melbourne Fashion Festival
Edelman




Judges Comment:

"Campaign was extremely well executed from approach through to impact, with results representative of this. An impactful activation of their major partnership, with great choice of talent that resonated with their demographic."

FINALIST

Triumph - The Bra That's Fit for me
Squad by Mamamia



Category Sponsored by  tagger

BRAND Best Health, Fitness, Sport Campaign

Background and brief: After two years of COVID-19 restrictions, COVID safe behaviour was waning approaching winter, which was expected to bring an increase in cases. Alongside a traditional media buy, Hello Social were tasked with engaging younger citizens (18-39 year olds) who had become the least engaged with messaging to help drive up COVID safe behaviours.

The approach: A comprehensive influencer activation with contextual targeting to deliver paid and organic content to citizens when they were most likely to be at risk of COVID-19 transmission and needed to adopt safe behaviours.

The idea: Content highlighting risk of transmission and the importance of COVID safe behaviours was the focus for this important messaging. Influencers were chosen from a spectrum of talent, and as diverse range of contexts as possible, included creators Millie Ford, the Brother Boys, and Connor Wood;

gamer Loserfruit; from sports, Isaac Heeneey and Mitchell Moses; and music, Thandi Phoenix.

The impact: The campaign reached over 8.3M individual accounts across Facebook, Instagram, Snapchat, and TikTok. With 5x more commentary on creative that was 3x more positive than regular COVID-19 campaign messaging.

This contributed to a 7.1pts lift on the belief that 'staying home when sick is important', and 5.2pt increase in approval for COVID-19 vaccine boosters.

Independent Research from FiftyFive5 found the campaign contributed to 89% of the youth (18-39) demographic picking up an additional COVID safe behaviour as part of the broad key winter campaign, and 92% of the youth (18-39) demographic who agreed with campaign messages.

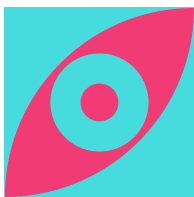
WINNER

NSW Government COVID-19 Winter Response
Hello Social



Judges Comment:

“A tricky brief, where the agency responded with great use of tailored messaging to particular times and places with relatable diverse influencers who helped shape opinions in younger audiences.”



Category Sponsored by **T tagger**

BRAND Best Health, Fitness, Sport Campaign

HIGHLY COMMENDED

Sensodyne's Unmissable Moment

Prodigious PLAY



10.7m Australians live with tooth sensitivity but 50% of these choose to avoid certain foods rather than switch to a sensitive toothpaste such as Sensodyne. Prodigious Play's brief was to deliver a campaign to convince the target audience to make the switch. Introducing 'Unmissable Moments' a showcase of two desserts from chef Reynold Poernomo and KOI Dessert Bar with ingredients typically-off limits to sensitivity sufferers. Four short-form videos featured Reynold speaking about his own experiences with sensitivity. 25 pieces of content from Reynold and KOI's channels generated buzz, alongside a dedicated microsite, branded eDMs, and unmissable competitions and prizes.

During the four-week campaign, the campaign reached over 9.5m Australians with organic and paid campaign content and delivered a +9% increase in sales.

FINALIST

BrickFit - Move. Unlock. Build.

TotallyAwesome

FINALIST

Head to Health

The Lifestyle Suite



BRAND Best Family, Parenting, Pets Campaign

Background and brief: BrickFit the revolutionary product created by The Brickman that helps kids and their families build their fitness, rewarding them with the creativity of LEGO bricks - had been in market for some time, without any promotion or advertising. Market insights suggested there was confusion about exactly how the product worked.

A small budget was earmarked to educate Australian kids and their parents about BrickFit and how it works. KPIs included driving traffic to the new website, driving purchase intent and sales of BrickFit products at re-launch.

The approach: TotallyAwesome's strategy was to create unique, captivating and reusable content with Australian influencers that clearly demonstrated the benefits of BrickFit. For kids that was to get them excited about BrickFit and request it at home. For parents it was the scientific evidence behind the product and how beneficial it is for their kids, as well as to demonstrate how the product worked.

The idea: Influencers were sent a BrickFit bundle including a Garmin activity tracker and their kids encouraged to engage. The gamification element of the BrickFit app was mimicked with parent and kid influencers through creating fun, high-quality stop motion video (SMV) across BrickFit's social media platforms as well through TotallyAwesome's digital marketplace.

The Impact: Parent influencers yielded a combined 150K+ views with over 80% based in Australia. Kid influencers The Norris Nuts delivered a result of over 2M TikTok views, more than half their total following. The 15 second SMV performed 37% above the Australian benchmark, whilst the 30 sec cutdown performed at 40% above.

Specifically, there was a 400% return on media spend, with sales and brickfit.com traffic significantly increasing since launching the campaign.

WINNER

BrickFit - Move.Unlock. Build.
TotallyAwesome



Judges Comment:

“Clever use of a science based approach but also keeping that gamification element front and centre.”



BRAND Best Family, Parenting, Pets Campaign

HIGHLY COMMENDED

Hunter Leisure - Hello Sunshine Messy Toddler Tray

 mumpower_au

Mumpower



Hunter Leisure's Hello Sunshine Messy Toddler Tray helps navigate the chaos of mealtimes, bringing families together and teaching toddlers life skills. However, with low awareness, a limited budget and pressure to perform at retail, they needed results fast! Mumpower was briefed to deliver a multi-faceted campaign to ignite word of mouth, and ultimately drive retail sales.

A diverse mix of eight micro influencers were selected with a combined reach of 330,000 and an ability to produce compelling content across different social platforms, including traditional blogs. Thirty four pieces of authentic 'messy' user generated content was created. The campaign achieved an engagement rate of 24%, and 100,000 views across platforms. Brand awareness was boosted by 83%, Google search results continue to bring up influencer content months on, and it smashed sales targets.





Category Sponsored by  TikTok

BRAND Best Food & Beverage Campaign

Background and brief: DoorDash joined the National Basketball League (NBL) to build cultural brand affinity, and direct access to engaged fans, to drive new customer acquisition and retention.

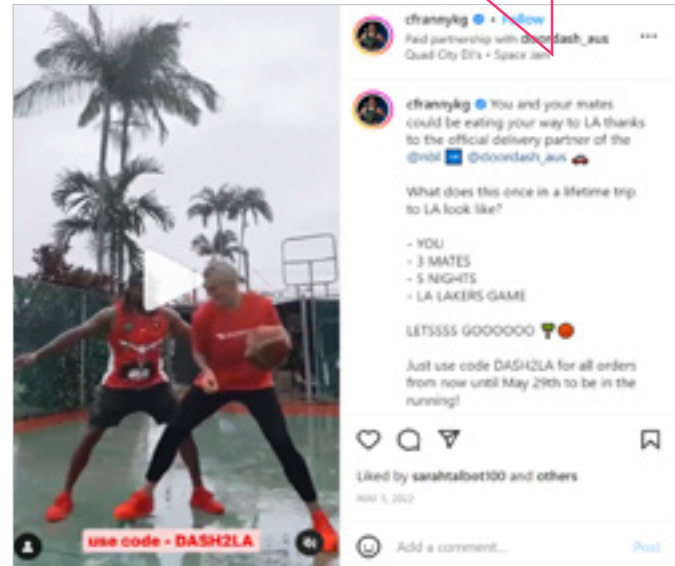
The approach: Research shows that although Basketball is a sport which Aussies love and play, audience numbers of the NBL are relatively low. But social listening uncovered that Aussies care more about the NBA, its players, and the rich American hip-hop culture the sport is rooted in. Social listening and trend data also helped identify what sort of prize would resonate on social media with the audience. In order to grab their attention, DoorDash offered an all-expenses-paid trip to LA to watch the NBA with three mates.

The idea: Wavemaker formed partnerships between DoorDash and the likes of Scottie Marsh, a

Graffiti artist; Jed Hockin, a sporting trickster; Michael Brunelli a pop culture fashionista; and Cayla George, an WNBL and Opal player. By crafting the creative territory for each influencer but allowing them to add their creative flair each influencer created content which drove orders for DoorDash and entries using the code 'DASH2LA'.

The impact: The campaign delivered over 3.716M impressions, 2.4M reach and over 1.17M engagements with a CPE of 0.04 cents. The #EatYourWaytoLA campaign achieved 449% new customers than reported in the entire first half of the NBL season, and it was the most successful competition for DoorDash to date.

WINNER
DoorDash
- #EatYourWaytoLA
Wavemaker



Judges Comment:
“Smart use of consumer insights which resulted in a successful campaign with real business impact. It’s great to see brands using social media to drive sales, not just awareness.”



Category Sponsored by  **TikTok**

BRAND Best Food & Beverage Campaign

HIGHLY COMMENDED

ALDI - Stretch Campaign
Social Soup



Throughout April - May 2022 ALDI's goal was to demonstrate that it is the lowest cost supermarket during these tough financial times. The ALDI Stretch Campaign was crafted to showcase the vast range and quality products that can be bought from ALDI for \$100.

Social Soup sourced 200 Creators both non-shoppers and advocates, who were tasked to share their grocery haul, and share tips on how to make ALDI ingredients stretch further. Each Creator delivered a story and two In-Feed posts on Instagram to show the volume of products purchased, as well as how to stretch these into many meals.

A highlight from the campaign was @hanging.with.the.henrys on Instagram who made her shop into 58 meals! The campaign resulted in 556 pieces of content with a combined reach of 4,696,981 total potential reach and a 3.7% engagement rate.

FINALIST

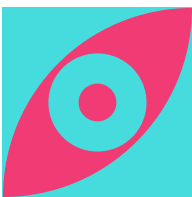
Darell Lea- Cookies & Cream
Sling & Stone

FINALIST

Lipton Ice Tea - Lifting The Lid
Drum Au

FINALIST

The Birds Eye Chef - Aus Selection
OMD



BRAND Best Home, Lifestyle, Travel & Auto Campaign

Background and brief: The Kogan Contra Influencer campaign was created to help build awareness around the array of affordable and trending products available on Kogan.com. Sling & Stone was allocated \$2,000 in product value to gift to creators per month to hit the following quarterly goals: - 15 x contra partnerships; 50+ pieces of content; 90,000+ organic reach and impressions and an average in-feed engagement rate of 2%+ offerings.

The approach: 2021 saw a shift in the creator landscape as more creators started moving away from contra deals in favour of payment. Rather than targeting mid-macro creators, Sling & Stone engaged creators with followings ranging from 10K - 30K who were excited to collaborate in exchange for must-have products. Whilst their audiences delivered rich engagement on content to ensure it cut through Instagram's algorithms.

The idea: Each quarter was driven by a trending product vertical such as the Christmas Gifting & Entertainment list of products which secured niche family & lifestyle creators; or EOFY Bargains which focused on budget-friendly lifestyle creators. The campaign secured 1-4 deliverables from each creator across Instagram and TikTok, positioning Kogan.com as the one-stop shop for home and lifestyle products to drive greater brand recall amongst target audiences.

The Impact: Over one year the campaign worked with 52 influencers who produced over 300 pieces of content and gained over 1.5M impressions surpassing the yearly goal by 123%. Furthermore, the campaign helped grow Kogan's Instagram page to exceed 10,000 followers through hosting creator giveaways.

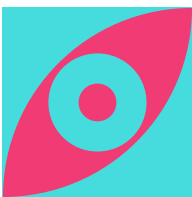
WINNER

Kogan Contra Creator Campaign
Sling & Stone



Judges Comment:

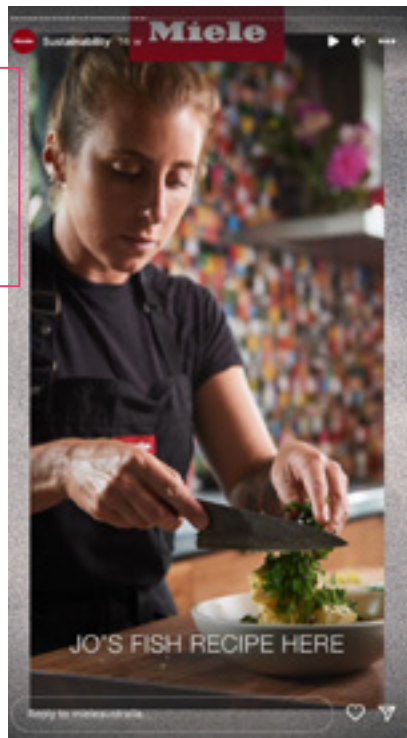
"The long term vision should be applauded! Shows a strong impact for brand and knowing the right creators to target in market to yield results."



BRAND Best Home, Lifestyle, Travel & Auto Campaign

HIGHLY COMMENDED

Miele Stories of Sustainability
Prodigious PLAY



Consumers knew of Miele's premium credentials but were unaware of their sustainable practices. Miele had an existing partnership with Jo Barrett and Matt Stone, two of Australia's most forward-thinking zero-waste chefs, but needed a new way to leverage these ambassadors to drive home the brand's sustainability credentials.

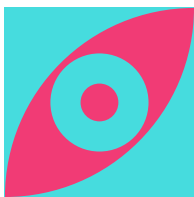
Prodigious Play designed a four-episode content series featuring the ambassadors that heroed stories of local artisans who specialised in sustainable practices across Australia. Over 680 social assets were produced.

By utilising creative and media best practice, and new interactive formats, they reached 1.2M people with a 12.8% engagement rate and drove 66,100 site visits - a 69% increase compared to previous campaigns.

FINALIST

Post-Pandemic
Overseas Travel

Mumpack Travel



BRAND Best Business, Finance, Insurance, Telco Campaign

Background and brief: CommBank is the #1 banking app in Australia. But with the rise of Neobanks and Fintechs CommBank wanted to explore how influencers can normalise conversations around everyday spending & saving and highlight the app features that can help young Australians take better control of their finances.

The approach: Young Australians have different needs and wants, so the audience was segmented into three groups and appropriate talent identified: Sebby Laz (Up & Comer), Samantha Andrew (Self-Starter) and Tanya Hennessy (Accountable). A creative review helped shape the light-hearted content style which would resonate best with the audience. This was then amplified through paid partnerships, targeting connected audiences via shared passions, directing audiences off feed to learn more.

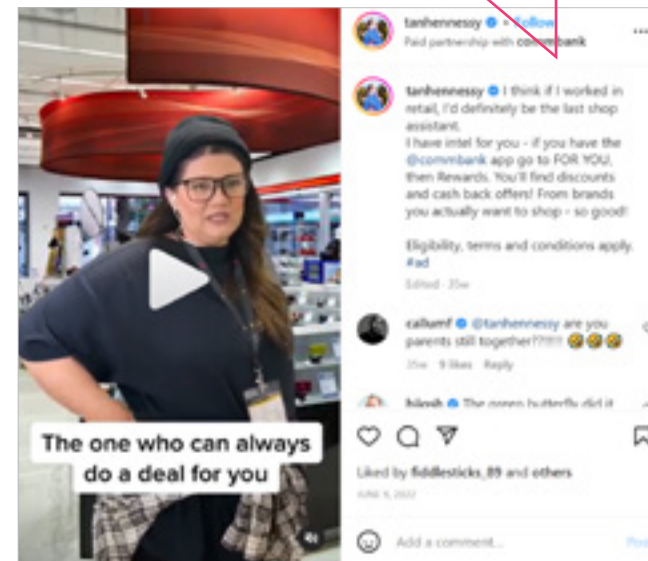
The idea: With young adults quick to dismiss overly sponsored content

and bank-love being hard to achieve, M&C Saatchi Sport & Entertainment were strategic in ensuring the content was authentic and unique to each creator. Co-created comedy content touched on product benefits by leading with personal goals and progress making for fun and engaging storytelling.

The impact: 2.2M views across organic and paid engaging a normally hard-to-win cohort with 256,361 young adults watching in full, almost doubling platform ad benchmarks. Achieving CommBank's highest ever watch times - 12.2" on average. 33,650 likes/comments/shares included "I've just been #commbankfluenced" which successfully pushed people to the rewards page to find deals. Research found consumers were twice as likely to recall seeing these vs. traditional ads. This success has led to CommBank committing to a long-term influencer approach.

WINNER

CBA X Rewards and Partnership
M&C Saatchi Sport & Entertainment



Judges Comment:

"Entertaining, engaging and educational. Well done CBA team!"

BRAND Best Business, Finance, Insurance, Telco Campaign

HIGHLY COMMENDED

Bupa Benefits Pocket app
Social Soup



Bupa Benefits Pocket app is a free wellness app designed to reward healthy choices through incentives and gamification on the brands and experiences that they love. Social Soup's task was to launch and promote the new app canvassing consumer insights, driving content creation, awareness, and mass sign ups of first-time users.

Three high-reach macro influencers were enlisted to drive the Benefit Pocket message; whilst 200 Nano influencers within a hyper-local area were signed-up to spread the word to their networks whilst reviewing the app. 141 reviews helped deliver core consumer insights, whilst 37 pieces of influencer content helped deliver reach 3.8x the KPI..



Category Sponsored by  TikTok

BRAND Best Entertainment & Gaming Campaign

Background and brief: In 2022, RuPaul's drag singing sensation 'Queen of the Universe' came to Paramount+. A first for the platform, the brief was to find and convert Australia's large and engaged RuPaul fandom (who sat within the ecosystem of one of Paramount+'s core competitors), driving them to watch the new series.

The approach: By analysing global chatter across RuPaul's Drag Race formats worldwide, Hello Social concluded that audiences of this mega-brand demanded authentic and irreverent messaging (rather than standard brand promotion), often delivered by some of the format's top former contestants. Through local audience sentiment and audience data, Hello Social identified local queens Maxi Shield and Coco Jumbo, hot off the season of Stan's 'Drag Race Down Under', as a key opportunity to talk to the most recently engaged Aussie drag-lovers.

The idea: Hello Social produced a made-for-social spin-off show, fronted by Maxi and Coco, to

accompany every episode of the main streaming program. Flighted across the brand's social channels and the talent's, the uniquely local social series saw Maxi and Coco act as the ultimate Aussie commentators for this global singing series. The series was an instant hit, with influential users flocking to engage with the series including the world's top 'RuPaul's Drag Race' contestants, long-time judge Michelle Visage and Aussie influencers such as Tanya Hennessy, Carla from Bankstown, DJ Tigerlily and Hugh Sheridan.

The impact: The series drove 8.2M social impressions, 4.4M total video views and smashed the engagement KPI by 342%. Of those reached by the campaign, 75% were in the target audience of 18-35. 'Queen of the Universe' rocketed into the Top 10 shows on Paramount+ for first-time viewers, demonstrating that it brought a brand-new audience to the platform. Shortly after, Paramount+ became Australia's fastest growing streaming service.

WINNER

Paramount+ Maxi and Coco
Chat Queen of the universe
Hello Social



Judges Comment:

"Great strategy that demonstrated the clear business results that can be found by really listening viewers and identifying what they want to see vs what you want to show them. Bravo!"





Category Sponsored by  **TikTok**

BRAND Best Entertainment & Gaming Campaign

HIGHLY COMMENDED
 UNDSCVRD presented
 by Samsung Galaxy
Amplify



Amplify helped Samsung Galaxy create a world first music reality show that exists exclusively on TikTok built for a Gen-Z audience. All contestants owned their music and rights, positioning Samsung as the hero brand backing these musicians. Relevant influencers created buzz for the show and shared the audition content. The launch of the channel gave Samsung a voice to localise its brand message of “Do What You Can’t” and helped position the Samsung Galaxy brand as the go-to tool for creatives.

Through the use of online creators and by engaging talent the channel amassed an audience of 58,000 as well as 60,000,000 views on the UNDSCVRD content and 2,000 entries. Across the campaign Samsung saw an uplift of 13% of those who would recommend Samsung to a peer.

FINALIST
 Netflix - Stranger Things
 4 Launch The Upside
 Down, Down Under
Wavemaker

FINALIST
 Paramount+ The Inspired
 Unemployed and The
 Betoota Advocate
Hello Social

FINALIST
 Paramount+ VIVID
 Sydney Drone Show
Hello Social



Category Sponsored by 

INDUSTRY Best Use of Data

Background and brief: DoorDash joined the National Basketball League (NBL) to build cultural brand affinity, and direct access to engaged fans in order to drive new customer acquisition and retention.

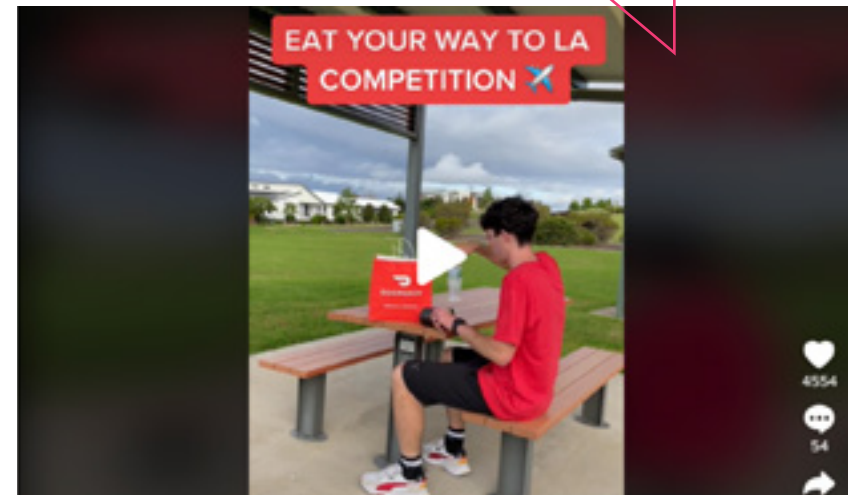
Data approach: Google trends data showed 70% of Aussies were dreaming of travel post-COVID. Social listening data showed #NBA ranked as the #1 topic of interest among conversations around #basketball along with conversations about players and the rich American hip-hop culture the sport is rooted in. Wavemaker's proprietary tool ContentScan exposed DoorDash's distinctive red hues allowed them to stand out amongst their competitors, then the Matchmaker tool uncovered what type of creators to work with locally.

The idea: Partnerships were formed with influencers who created content to drive entries into a "EatYourWayToLA" competition - an all-expenses-paid trip to LA to watch the NBA with three friends.

The impact: The campaign delivered over 3.716M impressions, 2.4M reach and over 1.17M engagements with a CPE of 0.04 cents. The #EatYourWaytoLA campaign achieved 449% new customers than reported in the entire first half of the NBL season, and it was the most successful competition for DoorDash to date.

WINNER

DoorDash
- #EatYourWaytoLA
Wavemaker



Judges Comment:

"A lovely use of data to inform an idea and approach, not just support it."



Category Sponsored by 

INDUSTRY Best Use of Data

HIGHLY COMMENDED

NSW Government COVID-19
Winter Response
Hello Social



After two years of COVID-19 restrictions, COVID safe behaviour was waning. Hello Social were tasked with engaging younger citizens (18-39 year olds) with content highlighting the risk of transmission and the importance of COVID safe behaviours. Intricate targeting was achieved through Snapchat heatmaps, event directories, ABS employment data and NSW Health guidelines on COVID-19 transmission to identify contexts with the highest risks, then through geographic radius, postcode, timing and interest targeting delivered influencer content relevant to users when COVID safe behaviours were most important.

The campaign featuring Millie Ford, Loserfruit, and the Brother Boys amongst others reached over 8.3M individual accounts contributing to a 7.1pts lift on the belief that 'staying home when sick is important', and 5.2pt increase in approval for COVID-19 vaccine boosters.

Judges Comment:

"A tricky brief, where the agency responded with great use of tailored messaging to particular times and places with relatable diverse influencers who helped shape opinions in younger audiences."

FINALIST

Just Group
Loft Social

FINALIST

Skechers - Cyber-weekend campaign
Leapfrogger





INDUSTRY Best Influencer Marketing Technology/Service

Vamp saw an opportunity to simplify collaboration. They did this by developing a single-pane view of campaign management, facilitating direct communication between collaborators, building a proprietary algorithm to match-make brands to creators, and using first-party data to track and report campaign ROAS.

Vamp's technology is designed to give customers the capability to build brand awareness, create engagement, and drive conversions through influencer collaborations. The platform helps manage the full lifecycle of influencer marketing campaigns. From creator sourcing, campaign planning, and approval workflows through to contracting, payments, and ROI reporting.

For example, Ted Baker sourced creators to build engagement around their Pre-Fall collection on Instagram. They generated 6M+ aggregated reach, 511.2k unique viewers, total impressions of 570.1k, and 63.4k engagements across organic and boosted content.

"Working with the platform allowed us to rapidly scale our influencer marketing program, prioritising brand safety and...unlocking almost 800 pieces of content" Alexandra Findlay, PR Manager, Ted Baker

Vamp states its commitment to upholding an influencer's creativity. Customers benefit from the pricing algorithm ensuring a fair rate is charged, with contracting, invoicing, and payments all within the platform.

Proprietary software uses image recognition to help identify the best talent for campaigns and brands are able to select their creator squad using verified audience and performance data sourced directly through partner APIs. A recent innovation is a Talent Manager solution designed for agencies to manage all of their creators and campaigns in a centralised location.

WINNER

Vamp

 vampbrands



Judges Comment:

"Vamp clearly defined the problem in market and presented a solution for end-to-end influencer marketing in platform. The process is well explained with examples provided of brand results and a great demonstration video!"





INDUSTRY Best Influencer Marketing Technology/Service

HIGHLY COMMENDED



Fabulate is a new workflow management tool designed to simplify the process of commissioning social content creators to create powerful and unique content for brands. The platform streamlines creation and approval of assets and amplifies that content using Fabulate's Influencer AMP distribution product which decreases the cost per view on the campaign while also increasing engagement time, guaranteeing minimum times and views for clients. It simplifies the workflow, ideation, asset management, communication, feedback and distribution of content into one place and with a system where the brand can invite anyone onto the platform to collaborate and work on the campaign.

Clients report increased efficiency with partners/creators allowing them to do three or four times as many campaigns as before. For creators, Fabulate's tools help them get paid sooner.

FINALIST

INCA Global

FINALIST

Tagger Media

HIGHLY COMMENDED



Through multi-platform distribution, financial backing, and data-driven content ideation, Jellysmack provides the infrastructure creators need to maximize their value, reach new audiences, establish new revenue streams, and build long-term success. Jellysmack's Creator Program helps hundreds of top creators bring their content to new platforms including 'How Ridiculous', and 'How to Cook That' and TikTok creators Kallmekris (48M), Smithyman (40M), and SpicyCam (20M).

Over 80% of Jellysmack's creator partners launched before 2021 have generated more than \$250,000 in gross revenue with the top 25% generating over \$1 million. Jellysmack-managed channels earn over 10 billion global monthly video views. Recently, the company launched 17 creators onto streaming TV networks, taking their content beyond social media.





Category Sponsored by **OMG**
by Wunderman

INDUSTRY Most Effective Collaboration or Partnership

Background and brief: Paramount+ was the latest streamer in a busy market, with its biggest competitors having a three-year head start from an audience and brand-building perspective. With the service launching during COVID lockdowns, Hello Social saw the opportunity to drive brand awareness at scale with the 18-34 year-old cohort who were spending 40% more time on social media dual-screening during lockdown.

The approach: The campaign set out to deliver a unique cultural play to push Paramount+'s "Mountain of Entertainment" brand proposition into the zeitgeist. The campaign saw the unique pairing of The Inspired Unemployed and The Betoota Advocate, develop a content series of all-too-familiar, culturally relatable scenarios around streaming and consuming content, in an integrated multichannel campaign flighted across Paramount+ and the creator's social channels.

The idea: The Betoota Advocate set the scene warming the aligned audiences up with comical articles about streaming fails, setting The Inspired Unemployed up for their hero video that included all the scenarios. The exchange resulted in the Betoota revealing the collaboration by running an article about the Inspired's video, which delivered a multi-layered campaign intertwined content series.

Impact: Across all channels, the campaign organically generated 3M views, 2.5M social engagements and 8M impressions. In addition, content from the campaign was shared over 34,000 times and had a sentiment that was over 80% positive. The campaign drove instant social media growth for Paramount+'s channels and resulted in Paramount+ becoming the fastest growing Aussie streaming service on social media. Shortly after, the Paramount+ service became Australia's fastest growing streaming platform.

WINNER

Paramount+ The Inspired Unemployed and The Betoota Advocate
Hello Social



Judges Comment:

"Great brand alignment with a creative collaboration that delivered an iconic content partnership, and hugely positive results that really demonstrate the effectiveness of the partnership."



Category Sponsored by **OMG**
Official Marketing Group

INDUSTRY Most Effective Collaboration or Partnership

HIGHLY COMMENDED

Hydrate & Budgy Smuggler
- Set to Sweat

Red Havas



Hydralyte's Ice-Block flavours were brought to life by launching a limited-edition range of Budgy Smuggler swimwear. A contra influencer marketing campaign with a reach of 1.2M generated 21 pieces of content, which was complemented by a paid influencer campaign, and in a first for the brand, TikTok ads which were viewed nearly 1M times.

The campaign launched in December 2021, and by mid-January 2022, Hydralyte had recorded its highest ever week of sales. Sales were up 138% across the total portfolio, with Ice-Blocks sales up 47% on the previous year.

The campaign was so successful commercially that it had to be paused when the Hydralyte range and the swimwear line sold out in stores nationwide. Coverage generated by the partnership achieved reach of almost 7M, compared to the original KPI of 3M.

FINALIST

CommBank & Matty J
Partnership

M&C Saatchi Sport & Entertainment

FINALIST

Maybelline Turn Up the
Volume – Colossal Curl
Bounce

Twitch

FINALIST

Netflix - Stranger Things
4 Launch

Wavemaker

FINALIST

Sensodyne's
Unmissable Moment

Prodigious PLAY





INDUSTRY Best Creator Discovery & Marketing Platform

Meltwater Klear is an end-to-end influencer marketing management platform designed for Australian and global marketing teams and agencies. It offers a purpose-built solution with features across the entire length of the campaign and engagement with influencers - from discovering and vetting potential partners, to campaign management and reporting. It also integrates with the Meltwater social solutions and Shopify for ecommerce clients

Klear wanted to make it easier for customers to become data driven marketers by providing an interface that ties data-based insights to actions and allows clients to analyse and showcase the impact of their influencer campaigns.

Through an API rather than an opt-in database Meltwater Klear has the largest influencer database in the market, with access to nearly 1B profiles worldwide across Instagram, TikTok, Facebook, Twitter, Pinterest,

Twitch and Snapchat. Customers have access to Klear's influencer and brand scores, enabling them to assess the impact of an account as well as how well it aligns with their brand messaging. Once a suitable influencer has been approved, Klear then manages the relationship and the engagement throughout the length of the campaign. The platform allows marketers to build and manage individual contracts and it offers integrated payment systems. Marketers can also store notes, communicate directly with the influencers through the platform, keep track of the content produced and the results.

Client, Amnesty International, Brand Associate Angela Ngu says "We have strict criteria for who we work with. We need to know that their values are aligned with us.. We have that transparency thanks to the insights in Klear."

WINNER
Meltwater Klear



Judges Comment:
"An interactive and positive tool offering an all in one streamlined solution."

FINALIST
INCA Global



Category Sponsored by **SOCIAL SOUP**

INDUSTRY Influence for Good

Background and brief: Transgender people are at the centre of public debate and nowhere more hotly contested than in the realm of sport.

Every Voice was a TikTok, Screen Australia and New Zealand On Air partnership to fund an original TikTok series featuring underrepresented voices. The series needed to consist of six to 15 up to one-minute episodes aimed at the 16-35 year-old audience. Snack Drawer pitched and won this funding with TransAthletica.

The approach: TransAthletica is based on Snack Drawer Creator Rudy Jean Rigg's experience of leaving competitive badminton in order to affirm their gender. Rudy interviews different athletes and experts across a range of sports showcasing the perspective of trans people, who until now had remained sidelined from the conversation. TransAthletica asks: "can Rudy find their way back to the sport they love?".

The idea: Each episode was made self-contained with the aim to find new audiences by creating the documentary specifically with TikTok 'For You' page penetration. Some episodes loop flawlessly, aiding watch time and helping them go viral, and a custom built set in 9:16 frame for vertical video, showed TikTok this documentary was made for the platform.

The impact: TransAthletica has accumulated well over 1M views and 225K likes organically and its impact also moved off-platform and into mainstream media with coverage online, in print and on air. Importantly the campaign contributed to an increase in inclusion of transgender voices by mainstream media in their coverage of the issue.

WINNER

TransAthletica

📷 [transathletica.series](#)

🎵 [transathletica.series](#)

Snack Draw



Judges Comment:

"This idea was incredibly original and had real cut-through for an important topic. The format innovation worked to the strengths of the TikTok platform and really set this entry apart."

Category Sponsored by **SOCIAL SOUP**

INDUSTRY Influence for Good

HIGHLY COMMENDED

Butterfly Foundation
- #BodyKindOnline
@thebutterflyfoundation
Edelman



#BodyKindOnline (BKO) is a content series that provides guidance from Butterfly on how to communicate with kindness while on social media. Edelman enlisted five of Australia's top creators to speak candidly about how they use their influence and Instagram to encourage body positivity, and each reflected on their own experiences with body image issues and/or disordered eating.

The five creator videos have amassed 475,000 impressions to date, reaching 310,000 accounts. There were over 166,000 video views, with an engagement rate of 3%. BKO has been Butterfly's best performing social and digital campaign. The earned media campaign also successfully secured 197 pieces of coverage. The campaign drove a 300% increase in traffic to Butterfly's website during the campaign period where visitors could access the resources from both Butterfly and Instagram.

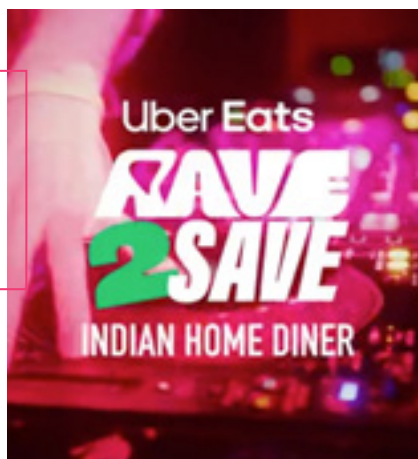


Category Sponsored by **SOCIAL SOUP**

INDUSTRY Influence for Good

HIGHLY COMMENDED

Uber Eats - Rave 2 Save
 [ubereats_au](#)
Hello Social



Family-owned restaurant 'The Indian Home Diner' (IHD) on Oxford Street had become an iconic part of Sydney's nightlife through its 15 years of late-night service. However, Woollahra Council revoked the diners 3am trading hours, kicking off an 80% hit to revenue.

Hello Social rushed to help and brought client Uber Eats with them. 'Rave2Save' a one-night-only fundraising event, was born to raise money for an appeal against the decision. Talent agency Born Bred enlisted Swag on the Beat to act as emcee and reporters, with other talent performing and attending, reaching a digital audience into the millions.

The event saw over 500 punters come together raising \$12,000 for the cause which ultimately helped to overturn the verdict and save Indian Home Diner.

FINALIST

Kids Helpline - How's Your Mental Health
Wavemaker

FINALIST

Look for Epilepsy
Red Havas

FINALIST

The Alcohol and Drug Foundation (ADF)
 - Peer to Peer
Wavemaker



INDUSTRY Most Effective Campaign for ROI

Background and brief: The Local Eats series is part of Uber Eats' mission to support local businesses by helping people discover the diverse range of restaurants in their suburb. The business objective was to increase frequency and retention among category users and the marketing objective was to own local selection and capture a greater share of mental availability to local restaurant access.

The approach: Data informed Hello Social that they needed to continue to show Aussies what's available in their neighbourhood in order to grow and retain market share, and showcase Uber Eats commitment to small business. Breaking the target audience into behavioural based segments and mapping key interest clusters against each group informed talent laneways.

The idea: Six local legends, including Mick Fanning, Alexander Volkanoski, Rubens, Mimi Elashiry, Taylah Harris

and Peking Duk were each armed with a film crew who helped produce the talents short film. The films were flighted off the talents channel with media support under a META brand list study.

The impact: The films drove a statistically significant 3-point uplift to Uber Eats "Supporting Local" for the first time in a year and a statistically significant uplift of 4 points to Uber Eats preference over competitors.

A +4% increase in small and medium restaurant weekly orders, with a 3 point increase in customers saying they would only order from Uber Eats. And an increase in total customers, with over 70% of those surveyed saying Uber Eats was their preferred online food delivery provider.

WINNER

Uber Eats - Local Eats
Peking Duk Podcast
Hello Social



Judges Comment:

"Fantastic creative campaign. Working with people across all areas (sports, music, fashion etc) allowed a huge audience spread. The short film aspect is different and creative and the results showed the success. Fantastic campaign with great results to show!"





INDUSTRY Most Effective Campaign for ROI

HIGHLY COMMENDED

Sensodyne's Unmissable moment
Prodigious PLAY



In Australia, 110.7m people live with tooth sensitivity, but 50% would rather avoid certain foods than switch to a sensitive toothpaste such as Sensodyne.

Prodigious Play's brief was to deliver a campaign convincing them to make the switch, whilst reaching 7 million Australians and delivering a 4% increase in sales. Introducing 'Unmissable Moments', a showcase of two desserts from chef Reynold Poernomo and KOI Dessert Bar with ingredients typically-off limits to sensitivity sufferers.

Four short-form videos alongside 25 pieces of content generated buzz, whilst a dedicated microsite, branded eDMs, and unmissable prizes drove home the message.

During the four-week campaign, they achieved 4,275 competition entries:

- 343% over benchmark; organic and paid content reached 9.5m Australians
- exceeding reach goals by 36%; and delivered a +9% sales increase.

FINALIST

Airtasker
Amplify

FINALIST

Emma Sleep - Sleeping To Success
Hoozu

FINALIST

The Woolworths Family
Society



INDUSTRY Best Boutique Agency/Business

TotallyAwesome specialise in delivering youth focused premium digital media. Their Content Hub uses a network of 2500+ pre-vetted influencers. In 2022 they launched Programmatic Playground, a world-first digital targeting purely the GenZ market; and Totally Play, the media supply platform for brands seeking entry into gaming, web3 and the multiverse.

TotallyAwesome describe their offering through four key pillars:

1. Totally Consulting: Harnessing real-time youth research, paediatric psychology and certification programs to help brands engage the market safely and effectively online.
2. TotallyPlay: in-game advertising platform.
3. TotallyEngaging: a digital marketplace delivering safe and entertaining online environments across the network.
4. TotallyCreating: a content and production team.

Standout achievements this year:

For the seventh year in a row (since inception in 2015), TotallyAwesome achieved growth of 30-60%.

In 2022 TotallyAwesome undertook 50+ content-led brand campaigns engaging over 100 individual influencers across 250+ content outputs. These included the StarWars microsite with localised relatable content which achieved dwell time 250% above benchmark; a 'life swap' idea for LEGO Friends between Wildlife Expert Ben Dessen and crafter Brooke Styles demonstrating the tagline 'different together' achieving view rates 25% above the benchmark; and also for LEGO a mashup and stop motion video of four artists content demonstrating '#youDOTyou' achieving a final VCR of 82.84% - significantly above the benchmark.

WINNER
TotallyAwesome



Judges Comment:
"The focus on safety is really great & unique in this space."





INDUSTRY Best Boutique Agency/Business

HIGHLY COMMENDED

WeAreTENZING

WeAreTENZING are a social media talent management agency, directly managing around 100 content creators across NZ who specialise in people who use their social media following for good.

Across the twelve months leading up to AiMCO entry – WeAreTENZING managed 633 campaigns from advocating for the mental health space to competing in some of the world's biggest sporting events,

WeAreTENZING ensure that talent is aligned with brands that are on the same mission. Notable examples include: AIA Vitality with Jess Quinn, ASB Youthline with Torrell Tafa, Jazz Thornton and Louis Davis and the Ministry of Youth Development with Ruby Tui.

FINALIST

Hoozu

FINALIST

IMG Engage

FINALIST

The Lifestyle Suite





Category Sponsored by 

INDUSTRY Best Large Agency/Business

2022 saw Hello Social celebrate their 10th Birthday and 60th hire, and a 100% growth in revenue vs 2020. They also celebrated Awards wins including ‘Mumbrella Marketing team of the Year with Uber’, and four ‘Promax Awards’, and 100% pitch wins which included Afterpay, NSW Government, Coinspot, Rebel Sport and Kimberly Clark. A full-service social agency – Hello Social pronounced their mission to be the ‘Australia’s largest and best Social Media Agency’ was met in 2022.

Standout achievements this year:

Deploying 600 drones to light up the sky for Paramount+’s brand launch at VIVID 2022. Partnerships with Milligram, Nick & Carrie, Avneesha, Alright Hey and Starr MCGowan generated over 118 million total reach and 4.5 million dollars of total media value.

In a world first, Hello Social armed six of the country’s biggest local legends including Mick Fanning,

The Rubens and Taylah Harris, with a film crew who helped the talent produce their self-directed short film on the discovery of a restaurant in their suburb. This Local Eats series encouraged viewers to get a meal delivered and resulted in an uplift of preference of 4 points to Uber Eats, and a +4% increase in small and medium restaurant weekly orders.

And also for Paramount+ Hello Social partnered ‘The Inspired Unemployed’ with publisher ‘The Betoota Advocate’ to develop a content series of familiar, culturally relatable scenarios around streaming and consuming content in an integrated multichannel campaign. Flighted across the three social channels, the campaign organically generated 3M views, 2.5M social engagements and 8 million impressions, and was shared over 34,000 times, with 80% positive sentiment.

WINNER
Hello Social



Judges Comment:

“A great entry which speaks to criteria, their work with the industry and impact on it. Demonstrated great client wins, creative campaigns and significant growth year on year.”



Category Sponsored by **talentpay**

INDUSTRY Best Large Agency/Business

HIGHLY COMMENDED

Wavemaker

Wavemaker have heavily invested in proving the value of influencer marketing effectiveness and making it a media touchpoint that is planned and implemented to the same level as other touchpoints, but with a creative flair.

Standout campaigns include: Colgate's #SmileStrong with deaf AFL player Jamie Howell teaching fans a new way to support their team using Auslan and then partnering with TikTok creators to take this message to Australians; Netflix's #BringingTheUpsideDownDownUnder for the launch of Strangers Things 4; and the award winning work for Tourism Whitsundays 'Siri-ously in need for a Holiday'.

HIGHLY COMMENDED

**we
are
social**

We Are Social is a socially-led creative agency that creates Ideas Worth Talking About, with 18 offices globally, and a 60-strong team in Sydney.

Thought leadership includes the 'Digital Report' series, the 'Think Forward' trend report, and events including 'Gaming in Australia'. This together with their work has been featured in 250 articles in the trade and consumer media.

Over the past year, the agency grew by 20% adding new clients to the roster including Binge, TikTok, Moet Hennessy and Mastercard. Standout campaigns include Samsung's global influencer programme #TeamGalaxy; TikTok's 'Now you know' integrated campaign including their first Australian-made TVC; and Kathmandu's 'Out There With', which partnered with VICE on a content series that saw famous urbanites on journeys of discovery in the great outdoors.

FINALIST

Hypetap

FINALIST

Social Soup

FINALIST

Squad by Mamamia



Category Sponsored by



INDUSTRY AiMCO Trailblazer of the Year

Mikaela joined Rollie Nations in 2021 as their first Influencer and Partnerships Coordinator. Since then she has worked with 439 influencers, produced 2,184 pieces of content, and created a bespoke invite-only influencer membership program for young, creative, brand ambassadors. The Enemies of Gravity Ambassador Program (EOG) not only offers the typical benefits such as gifting, sponsorships, and discount codes, but also opportunities for networking and upskilling, whilst producing content. The first EOG workshop saw 12 creators with follower counts ranging from 2k to 300k engaged in a street photography workshop with @maddisonwoollard who provided tips to improve their angles, poses and positioning. Without any obligation to post, participants generated 73 stories, 12 posts, and a reach of 473.7k plus an array of behind the scenes material for Rollie Nations channels.

Mikaela demonstrates a keen focus on creativity, connectivity and inclusivity such as her collaborations with:
1) the micro-influencer Lego Master @ktlynl_on the creation of a Lego version of the 'Weekender Soda' which generated 1356 likes
2) comedian @simontaylorfunnyboy who joined the EOG program and wore Rollies on the 'Late Night Show with Jimmy Fallon' and
3) @_jamesparr and @akii_ngo, showcased how the shoes are disability-friendly and made for everyone.

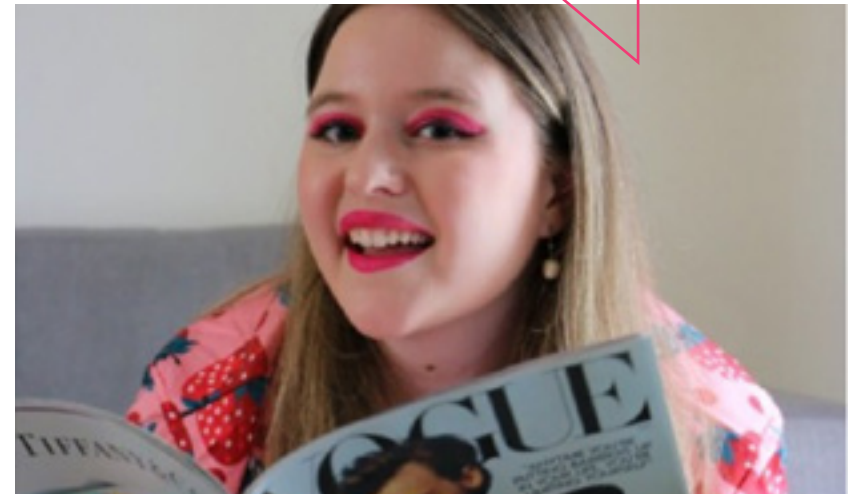
Mikaela in her teens ran her own One Direction Tumblr blog. She went on to undertake a Media and Communications degree, where she championed the inclusion and legitimacy of influencers as vital to PR.

WINNER

Mikaela Copland

Rollie Nation

📷 [mikaelacopland](#)



Judges Comment:

"A passionate, engaged and articulate social media marketer, who has a deep understanding of the influencer marketing landscape. Mikaela has created a successful and unique strategy with genuinely diverse and inclusive content. Exceptional work!"



Category Sponsored by

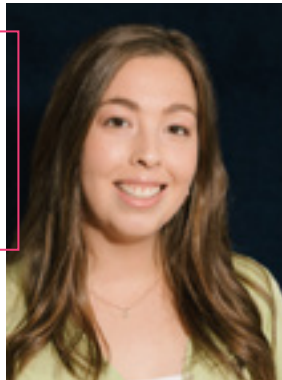


INDUSTRY AiMCO Trailblazer of the Year

HIGHLY COMMENDED

Carly Paterson

Snack Drawer



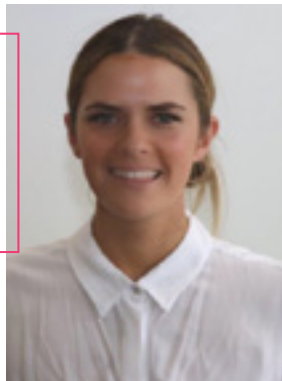
After studying Communication Design, specialising in animation, Carly began working at Snack Drawer in 2020, where she developed her skills in video editing, illustration, creative conception, shooting and social strategy. Carly has worked with a multitude of clients including Eucalyptus, Swinburne University, NBCUniversal and Netflix. Carly edited a TikTok series for Dr Martens and Rainbow History Class, leading to further illustration commission for the Dr Martens website.

Carly cut 60 hours of footage into 16 x 1-minute episodes for Snack Drawer's original TikTok series, TransAthletica, with the trailer premiering on ABC News Breakfast. Carly created 35 original pieces of content for the Netflix global TikTok channel, helping Snack Drawer to become the Netflix ANZ social agency, which she now works on as the Senior Creator.

HIGHLY COMMENDED

Tiffany Sayer

Loft Social



Tiffany Sayers, and what is now Loft Social started as a social media consultant during Covid whilst she was on maternity leave. 12 months on - with a business partner in place - the agency has 6 staff and counts the entire Just Group portfolio of hotels, cafes, gyms etc plus 15 other mid-tier clients. Campaigns for Just Jeans with @Mum_style_diary, and Dotti with TikTok creators have also followed. Prior to launching Loft Social during the winter of 2020 Tiffany launched a matching mums and bubs swimwear brand Honey & Tiny using friends who were nano/micro influencers to promote. The stock sold out in three weeks, Tiffany managed to sell the business and become a life long convert to the power of Influencer Marketing.

FINALIST

Emma Woods

Social Soup

FINALIST

Fiona Hemsall

Social Soup

FINALIST

Mayank Parikh

Wavemaker

FINALIST

Natalie De Sosa

Social Soup



Category Sponsored by **hello SOCIAL**

CREATOR Best Home, Lifestyle, Travel, Auto

Brad is an online creator renowned for his plant collection and green thumb. His content includes plant care tips, interior design, DIYs, and he occasionally ventures into the lifestyle category. Hailing from a digital media/ marketing background, Brad fundamentally understands the client side of content creation. His passion for refined aesthetics is reflected in the high production quality of his content.

Brad's content is educational, inspirational and fits a niche that no other Australian creator is in. He helps people find their green thumbs and introduces beginners to a world they previously were afraid to explore by making it fun and easy to digest. Such as showing followers how to turn kitchen scraps into stunning

houseplants and home décor; or using things around the house to help keep their indoor jungle alive and thriving.

Brad's content also helps viewers who have a love for design but might not be able to afford high end decor, by finding stunning pieces for their home on a budget as well as some DIYs to achieve the look. Brad's videos merge the worlds of comedy, gardening, cooking and design in a way that is entertaining, relatable and desirable.

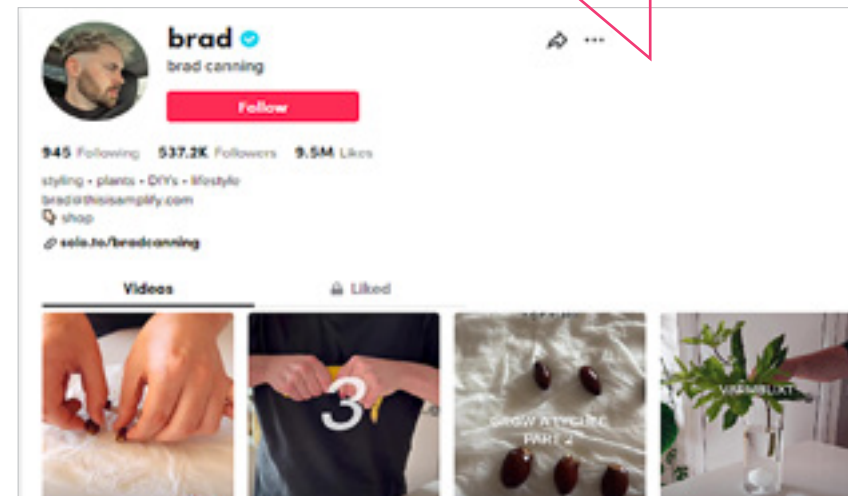
Brad is represented by Amplify.

WINNER

Brad Canning

 leafy.lane

 bradcanning



Judges Comment:

"Brad's approach is an entertaining, breath of fresh air. He is super authentic and I love the tips and tricks he shares."

Category Sponsored by **hello SOCIAL**

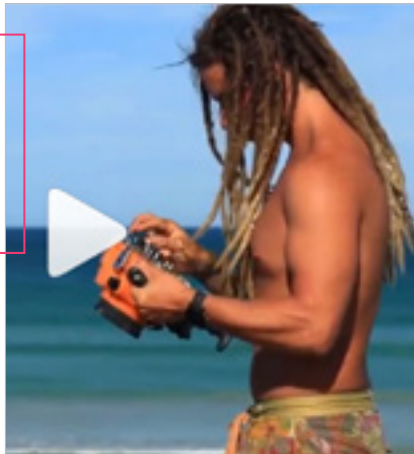
CREATOR Best Home, Lifestyle, Travel, Auto

HIGHLY COMMENDED

Jordy Wilson

 [outdoorkindaguy](#)

 [outdoorkindaguy](#)



Jordy Wilson aka Outdoorkindaguy is a photographer based on the Central Coast with a passion for outdoors, adventure, and capturing the natural beauty of landscapes, in particular the oceans. Jordy uses his passion and skills to show us the beauty of our country. Jordy consistently produces innovative content by living on the road and finding secret spots in Australia. He uses his platform and skills to share a message about preserving the land like 'Save Australian Beaches'. Jordy uses his videography skills and passion for the outdoors to capture moments we might never have the chance to see.

Jordy Wilson is rep represented by Neuralle Talent Agency.

FINALIST

Mescia Twins


 [mesciatwinsofficial](#)

 [mesciatwins](#)

FINALIST

Olivia White

 [oliviawhite](#)

 [olivialaurawhite](#)

FINALIST

Splucy

 [splucy](#)

 [splucy_ttv](#)

Category Sponsored by 

CREATOR Best Family, Parenting, Pets

Bill Cooper and Kyran O'Donnell have clocked up more than 50 million views on TikTok for the Brother Boy videos, which showcase a friendship straddling disability, culture and a state border. Bill lives with Down's Syndrome and works at a supermarket in Wentworth, New South Wales. His best friend (and brother-in-law) Kyran O'Connell, based over the border in Mildura, Victoria, identifies as a First Nations Barkindji man and works as a landscaper with local government.

They have almost a million followers on TikTok for their videos, which feature dance moves, humour, and messages about embracing diversity. They refer to themselves as the Brother Boys.

"We're normalising the differences between us and not just us, but everybody," Kyran said.

Their most popular video, featuring dancing, attracted over 24M views, while another video about pranks some 12M views. "We're positive people and I'm a funny guy," Bill said, on his TikTok fame

Social Futures who runs some 20 programs in regional NSW promoting inclusiveness also support Bill as his NDIS Local Area Coordinator. Social Futures says: "Social Futures is a Partner in the Community to the NDIS, and we are passionate about supporting people with disability to live life the way they want to and pursue their goals, which in Bill's case includes becoming a TikTok sensation".

Brother Boys are represented by JR Management.

WINNER

The Brother Boys

 the_brotherboys
 the_brotherboys



Judges Comment:

"Love love love. Original content with really nice representation of a non-traditional friendship."

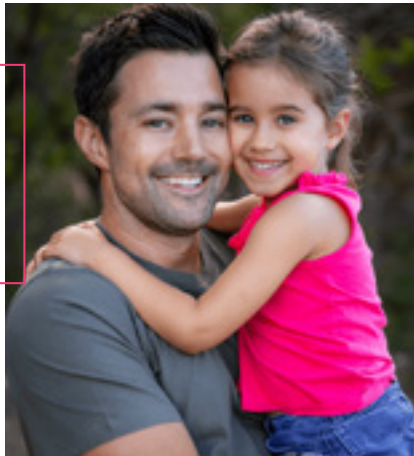
Category Sponsored by  **Totally awesome**

CREATOR Best Family, Parenting, Pets

HIGHLY COMMENDED

Ben and Zara Tate

 [ben.and.zara](#)
 [benandzara](#)





Ben is a 42 year old Aussie father and his 7 year old daughter Zara who have amassed a following of 3.6million on TikTok and 469k on IG in the last two years. The duet lip sync to songs, and produce original comedy sketches that feature costumes, props and their own choreographed moves. Their family friendly content is created on average three times a week and feature a wide variety of genres and artists. For example 'How many 2002 RnB songs can a 6 year old know?' gained over 26 million views on TikTok alone.

Their videos have been re shared by Sir Elton John – twice, Bon Jovi and Calum Scott, whose song 'Where are you now' received 21 million views on TikTok and 7 million plus on Instagram with their treatment.



FINALIST

Empire Family

 [empire.family.official](#)
 [empirefamtiktok](#)



FINALIST

Nat Alise

 [nat.alise](#)
 [nat.alise](#)

FINALIST

Olivia White

 [oliviawhite](#)
 [olivialaurawhite](#)

CREATOR Best Fashion & Style

Sneza Jovanovic started her Instagram page during the first lockdown in Melbourne in June 2020. As a mum of three boys, she started her page as a fun place where she could share her easy styling tips with friends and family, or anyone that might find it inspirational. Just over two years on, it has become a career and a job that she loves. Sneza helps mums, who are often so busy with their children get their confidence back and find themselves again through fashion.

Her page is for those mums and any women that need that little extra inspiration. Her hope is that anyone that comes to her page, no matter their body type, shape, or size, gets inspired to try and recreate her styles and see what works best for them, and most

importantly, what makes them feel good. Sneza believes that an outfit is all about how you feel in it, not the brand or the price tag, and that is why she loves putting together looks for a range of budgets to create that certain feeling of 'style'. She loves to get feedback from her followers telling her how they have tried her tips and found their own style.

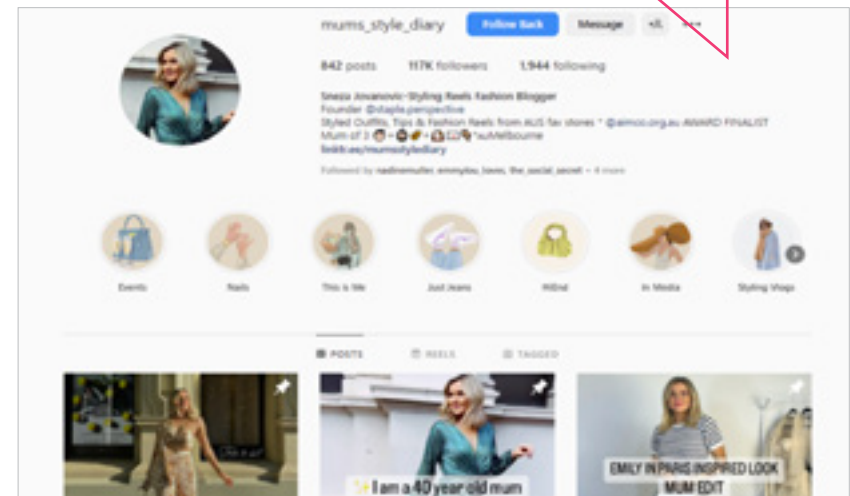
Sneza has been an early experimenter with 'Reels', using lots of innovative and fun ideas to keep her audience interested, entertained, and engaged. From being one of the first to start the 'change room try-ons trend', to cloning herself, to collaborating with other fashion influencers, and integrating creative transitions and styling ideas on 'how to wear one look three ways' or 'how to style one piece day to night'.

WINNER

Sneza Jovanovic

 mums_style_diary

 mums_style_diary





Judges Comment:

“Clear focus on trying to adapt content to keep audience engaged to drive greater authenticity and cut through. The results are very watchable reels and consistent posts of great quality.”



FINALIST

Georgia Maccan

 itsgeorgiamaccan
 georgiamaccan

FINALIST

Kika Lateef

 kikalateeff
 kikalateeff

FINALIST

Lara Severino

 carbsmakeitokay
 laraseverino

Category Sponsored by  Meta

CREATOR Best Food & Beverage

Morgan is a 21-year-old chef, content creator and entrepreneur from Melbourne. Morgan started cooking when he was seven years old, launching a bakery business Bistro Morgan when he was 13 and a store he was 15. He is now known for his delicious range of sweet treats. Following the success of Bistro Morgan he started creating food centred content across social media

Content Examples: Airtasker Campaign: The tagline of this campaign was 'The Joy of Done' Morgan became the 'tasker' and cooked for someone's first date. The campaign then showcases the wide variety of tasks that can be completed on Airtasker whilst adding value to his audience in the form of a recipe.

For the Melbourne International Flower & Garden Show Morgan was tasked with the brief of creating a dessert that showcased the best of native Australian ingredients for a younger audience. The result was a Lemon Myrtle & Finger Lime Cheesecake which was served throughout the event, whilst the social video focused on the dessert whilst calling out key elements of the event, and driving attendees.

For Nashville Hot Chicken Tenders Morgan does what he does best by making people hungry and inspiring them to get into the kitchen! This style of video has become his signature.

WINNER

Morgan Hipworth

 [morganhipworth](#)

 [morgan](#)



Judges Comment:

"Morgan is a great on-screen talent combined with excellent creativity, videography and editing to create engaging organic and branded content."

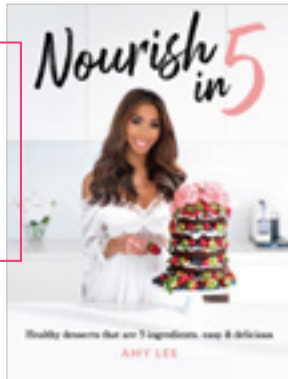
Category Sponsored by  Meta

CREATOR Best Food & Beverage

HIGHLY COMMENDED

Amy Lee



 amyleeactive
 amyleeactive



Amy Lee is content creator who makes recipes that are not just delicious and nutritious, but also easy. Author of the best-selling Nourish in 5 Cookbook, with 100+ healthy five ingredient (or less) recipes, with a focus on zero-waste cooking methods. Amy through her cookbook and beyond is a supporter of OzHarvest Charity. By using minimal ingredients, she is helping to promote food waste reduction, as well as making quality nutrition simple and enjoyable. Her content such as the one ingredient Chocolate Mousse, and the Collagen Dalgona Coffee, showcase her trademark originality. Each creation promotes healthier natural ingredients, alongside innovative kitchen hacks in a sustainable way. Brand work includes making the three ingredient Darrell Lea Raspberry Twist fudge.



FINALIST

Katie Lolos

 ladylolos
 ladylolos


FINALIST

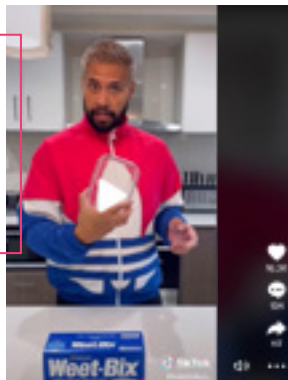
Pete Campbell

 my.mate.pete
 my.mate.pete

HIGHLY COMMENDED

Brent Wallwork



 brentobox_
 brentobox_



Food and beverage content creator Brent Wallwork is also known as Brentobox, a hybrid of his nickname 'Brento' and favourite 'Bentobox' meals. Brent loves the variety of foods normally on offer in a Bentobox but with a Samoan origin, rather than Japanese. Brent also works as a Health Coach for Good Start, Children's Health Queensland aiming to lower the levels of chronic disease and obesity in Māori and Pacific Islander children living in Queensland. Covid restrictions caused the pivot to the creation of online videos rather than face to face nutrition education, and Brentobox was born. Brent has worked with brands including Weetabix and Keen's Curry Powder championed by Vamp and his videos organic or paid partnerships are delivered in a consistent style and feature the catch-phrase 'grab yourself a bowl / board / knife' etc.

FINALIST

Sarah Brown

 sezzy.brown
 sezzy.brown

Brent is represented by Ivy Talent Co

CREATOR Best Gaming/Streamer

Reapz is a variety gaming streamer on Twitch, where he has created a Late Night Talk Show studio - set in hell. Reapz has background in acting, improvisation and post production; when he streams he puts a positive spin on everything – he plays anything and everything and aims to get people hooked and engaged through CGI, multiple scenes and effects.

Reapz has been streaming for five years, going live for five hours at a time, four days a week. He has had sponsorships from Warner Brothers, Lynx, Razer, Roccat and Turtle Beach and has been a mental health advocate with Reach Out. Specifically, this year Reapz worked with Arnotts Shapes to promote their new flavours, creating scenes and title cards called

‘Believe it Arnott?’ where viewers were offered history and facts on the product whilst team flavours were incorporated into the game so people could root for their favourite flavour.

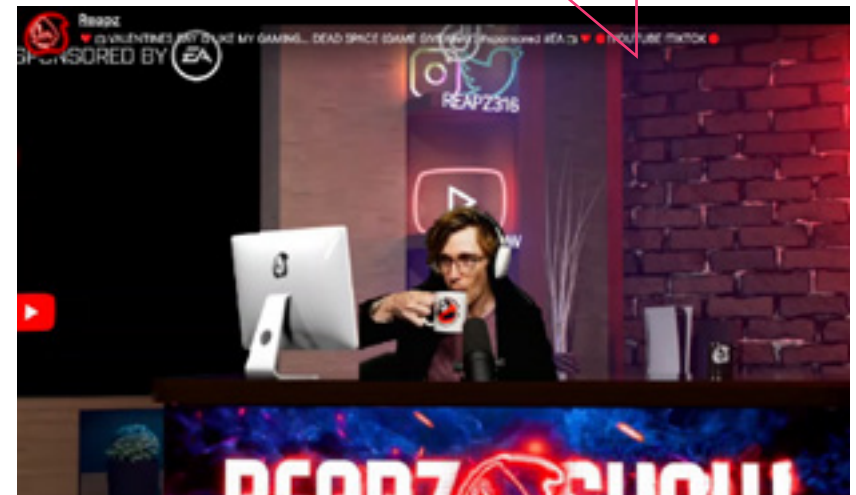
Another campaign for Samsung saw Reapz livestream from Gamescom in Germany with new international gaming news whilst showcasing the Samsung booth.

Furthermore, a partnership with Prime Video saw Reapz host Watch-A-Long to the final episode of ‘Lord of the Rings: Rings of Power’ on Twitch. Graphics were made for the background set in the lands of Middle Earth and Reapz presented trivia before diving into the episode and reminding people about the product.

WINNER

Reapz

@twitch.tv/reapz



Judges Comment:

“Reapz displays great charisma, creative direction, and a breadth of creativity and content formats across the Twitch platform. With brand partnerships that work seamlessly and showcase the effectiveness of emerging channels for some of our country’s most well-loved brands.”

FINALIST

Panda TV

@twitch.tv/pandatv

Category Sponsored by **Meta**

CREATOR Best Health, Fitness, Sports

Olivia Vivian is a former Gymnast (Olympics 2008, Commonwealth Games 2014, and World-Championships 2005, 2006 and 2014). After retiring Olivia joined Ninja-Warrior - with her trademark red lipstick, Straya crop top and her WarpedWall signature finishes - going on to compete all over the world. Globally, she is considered one of the best female Ninja Warrior champions with a following on Instagram of 166k and Tiktok 805k. Olivia's audience is mesmerised by her Ninja tricks and tips. She is very careful of the brands she collaborates with, which include The Melanoma Institute of Australia, Funky Monkey monkey bars, and Grenade protein bars.

Content examples: Ninja Kitchen is a range of countertop appliances, Olivia had the brand printed on her headband and set about creating

entertaining content to demonstrate just how easy it is to make delicious meals at home with them. Results include views of 53,482 and engagement of 2.2%.

As part of a year-long ambassador programme for the athletic wear brand Twotags Olivia was executing unique content two to three times each month promoting new styles, colours, sales, and competitions with Ninja moves on the Ninja course and using challenges that she would encourage her audience to try. Results include Instagram video views of 37,856, engagement of 28.6%, TikTok video views of 1.4M and engagement of 18.6%.

Olivia is represented by The Lime Agency.

WINNER

Olivia Vivian

 oliviavivan

 oliviavivan



Judges Comment:

“Olivia has used her niche in market - gymnastics/strength/resilience - with careful choices that tie in with her personal brand to create content that delivers strong impact for brands.”

Category Sponsored by **Meta**

CREATOR Best Health, Fitness, Sports

HIGHLY COMMENDED

Ellie Cole

 [elliecoleswim](#)

 [elliecoleswim](#)



After losing her right leg to cancer at age 3, Ellie Cole has gone onto become Australia's most decorated female Paralympian – achieving her 17th record-breaking Paralympic medal at the 2020 Tokyo Paralympics.


Through her IG Channel - @elliecoleswim – Ellie connects with her highly engaged audience (circa 8-9%) leveraging her strong platform as a former athlete to highlight important causes like #WeThe15 –a movement for disability visibility and her broad views on the subject of diversity and inclusion.

Her brand partnerships include Woolworths as part of their Olympic/Paralympic card campaign, and Jockey which showcased Ellie going about her daily tasks showing the athlete underneath the underwear. Her organic post for MAXIM HOT100 achieved an engagement percentage of 17.71%.

Ellie is represented by The Lifestyle Suite

FINALIST

Claudio Fabiano


 [Claudes_](#)

 [Claudes_](#)

FINALIST

Doctor Preeya Alexander

 [doctor.preeya.alexander](#)

 [doctor_preeya_alexander](#)

FINALIST

Jeff Malone


[@twitch.tv/fitforpurpose](#)

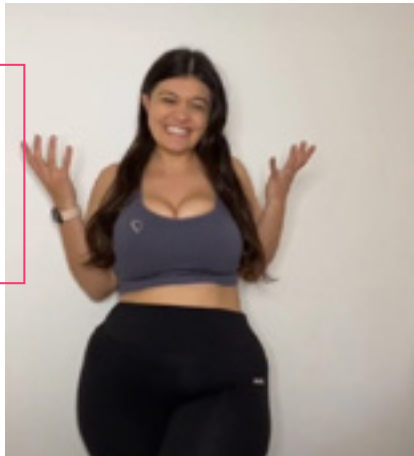
Category Sponsored by **Meta**

CREATOR Best Health, Fitness, Sports

HIGHLY COMMENDED

Xanthia Efthymiou

 xanthia_efthymiou
 itsxanthiaa



Xanthia has a medical condition called lipoedema, and shares her health journey online. She videoed pre and post operative measures to ensure a successful surgery and shared with her TikTok and Instagram audiences gaining millions of views per video.



Raising awareness of the condition, Xanthia has now become a spokesperson for Lipoedema Australia, and advocates for managing the condition in a healthy matter. She first started sharing her weight loss journey on TikTok in 2020 and now talks about her struggles with binge and emotional eating, and working out to feel good.

She has completed brand partnerships with Muscle Nation and was delighted to be featured in their campaign.

Xanthia is represented by Amplify.



FINALIST

Olivia Vivian

 oliviavivian
 oliviavivian



FINALIST

Ruby Tui

 rubytui
 rubytui

FINALIST

Sam Fricker

 samfricker
 samfrickerr

Category Sponsored by **hello SOCIAL**

CREATOR Best Comedy & Entertainment

Ella Watkins is a comedy creator, actress and children's book author who has amassed over 2.7M followers on TikTok. Women's and LGBTQ+ issues, as well as autism awareness are central themes to Ella's content. With her signature red locks and eclectic humour, her content is playful and untethered, and ultimately chaotic. The pieces of content she is most proud are ones where complex storylines and jokes are fitted into short time frames, so that people can find hidden details the more times they watch it over.

Ella has worked with brands including Warner Brothers, UNO, Samsung, Spotify, Netflix, and more. She was the winner of TikTok, SPA and Screen Australia's #GotAMinute competition for her satanic sitcom series 'The Down Under' which is now currently under production.

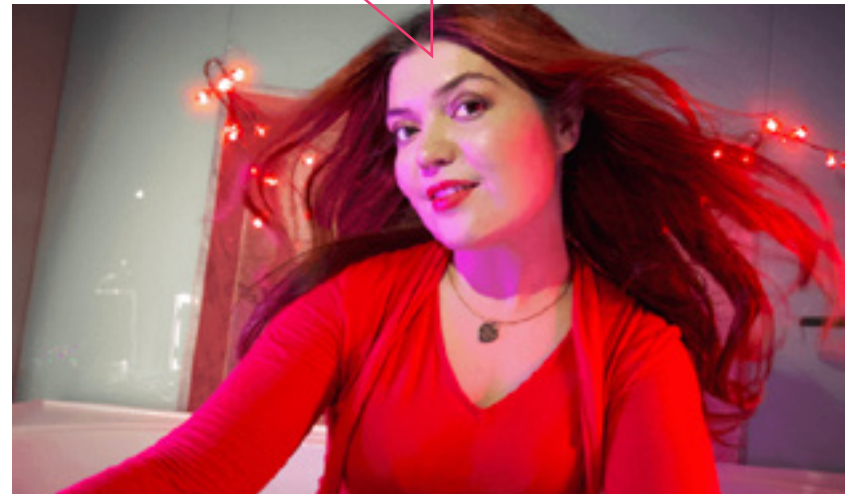
Most recently Ella is also a recipient of this year's Skip Ahead with Screen Australia and YouTube for her musical-comedy miniseries 'You May Think I'm Joking'. The series is based on true events and follows an autistic influencer struggling to express who she really is to fit the mould of who she thinks she should be.

Ella is represented by Amplify.

WINNER

Ella Watkins

 ella.whatkins
 ellawhatkins



Judges Comment:

“There's a real charm in Ella's performances, and a strength in creative interpretation of briefs and issues. Ella creates entertaining and quality content that leaves you wanting more, whilst capturing unique and important themes and storylines. “

Category Sponsored by **hello SOCIAL**

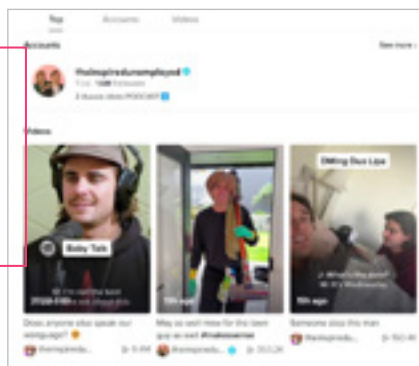
CREATOR Best Comedy & Entertainment

HIGHLY COMMENDED

The Inspired Unemployed

 theinspiredunemployed

 theinspiredunemployed



Jack Steele and Matt Ford are the duo behind The Inspired Unemployed. They have built an incredible following by creating content around their take on everyday observations and Australian culture. Various skits, impressive dancing, and musical videos land grace social feeds weekly. Commercially they have also had the opportunity to work with some of the world's largest and most recognisable brands, including and not limited to Gucci, Netflix and Pointsbet - all while remaining authentic to their hilarious and lovable brand.

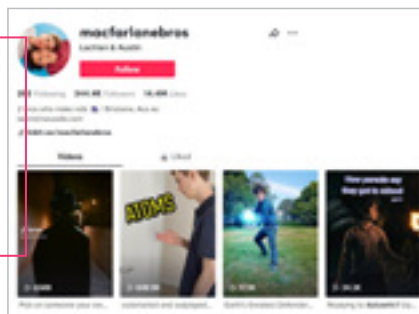
The Inspired Unemployed are represented by Born Bred Talent

HIGHLY COMMENDED

The MacFarlane Brothers

 macfarlanebros

 macfarlanebros



The Macfarlane Brothers are Australian VFX content creators whose work span over multiple platforms and disciplines. After receiving awards from Trop Jr film festival and Bond University the Macfarlane Brothers took to social media to share their work and have since worked with brands such as TikTok, Foxtel, Epic Games, and Prime Video. The Macfarlane Brothers are the definition of unique and innovative creators. Every piece of VFX content they create requires passion and dedication. Whilst using popular culture references, like new TV shows and movie releases to set the premise they incorporate their personalities, brotherly relationship, and humour into the content, finishing off the content with unmatched VFX editing.

The MacFarlane brothers are represented by Neuralle Talent Agency

FINALIST

Georgia Productions

 georgiamccudden

 georgiamccudden

FINALIST

Gnomeboys


 gnomeboys

 gnomeboys

FINALIST

Maddy MacRae

 maddy_macrae_

 maddy_macrae_

FINALIST

Milligram

 milliegram96

 millieford

FINALIST

Swag On The Beat

 swag.on.the.beat

 swag.on.the.beat

Our Judges



Patrick Whitnall

Chair of Judges - AiMCO Awards 2022, AiMCO Deputy Chair



Alicia Ng

Senior Marketing Manager; Brand & Editorial, Paramount + Paramount



Colin Fairley

Social Media Expert, Ground Agency



Arj Ganeshalingam

Chief Operating Officer, Porter Novelli Australia



Ashleigh Brock

PR & Activations Lead, Catch.com.au



Aundrea Worsley

Director of Partnerships, NoStanding



Ben Gunn

Chief Revenue Officer & Co-Founder, Fabulate



Caitlin Sullivan

Talent Director, One Management



Victoria Harrison

Co-Founder, The Exposure Co



Chris Parker

Regional Director, Tagger Media



Conor Rua

Head of Content & Creative, LeapFrogger



Courtenay McDermott

Director of Content, Strategy & Partnerships, The Lifestyle Suite



Dani Lombard

Director, Soda Communications



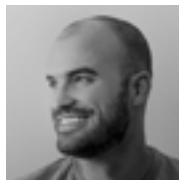
Dani Punteruri

Chief Marketing Officer, My Budget



Detch Singh

AiMCO Deputy Chair
CEO & Founder, Hypetap



Drew Collins

Social Media & Influencer Lead, Edelman



Edward Deal

Founder & Head Of Talent, The Gifted Group



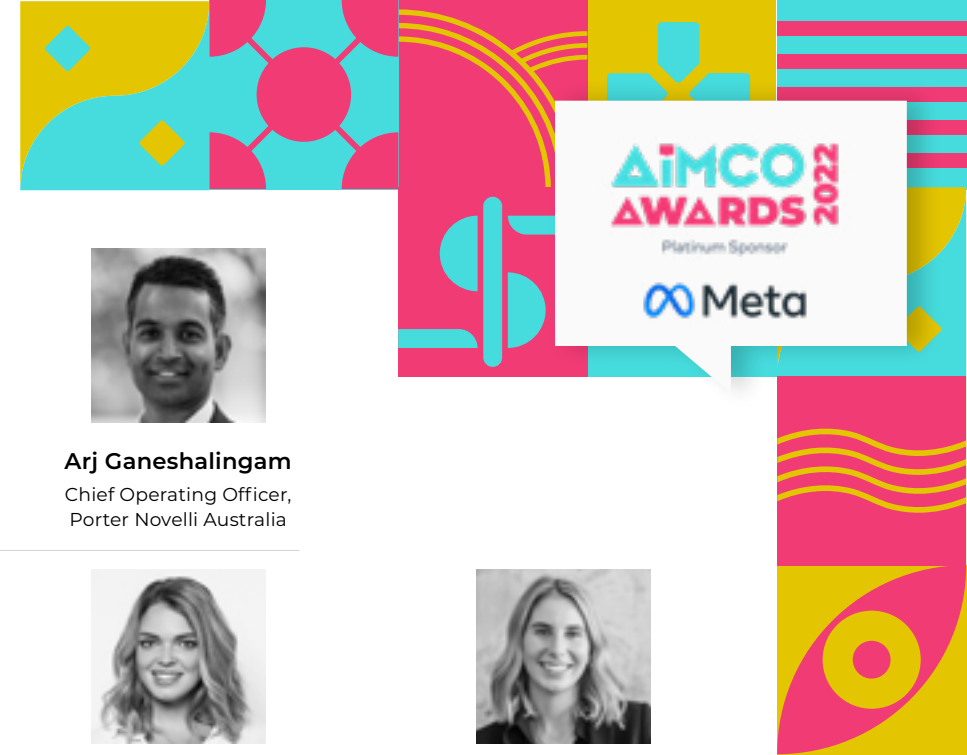
Elise Brando

Head of Influencer & Creator, Underscore



Eleisha Perrett

Social Media Specialist, Techtronic Industries



Our Judges



Elysha Stephens
Digital Performance Manager,
Whiteley



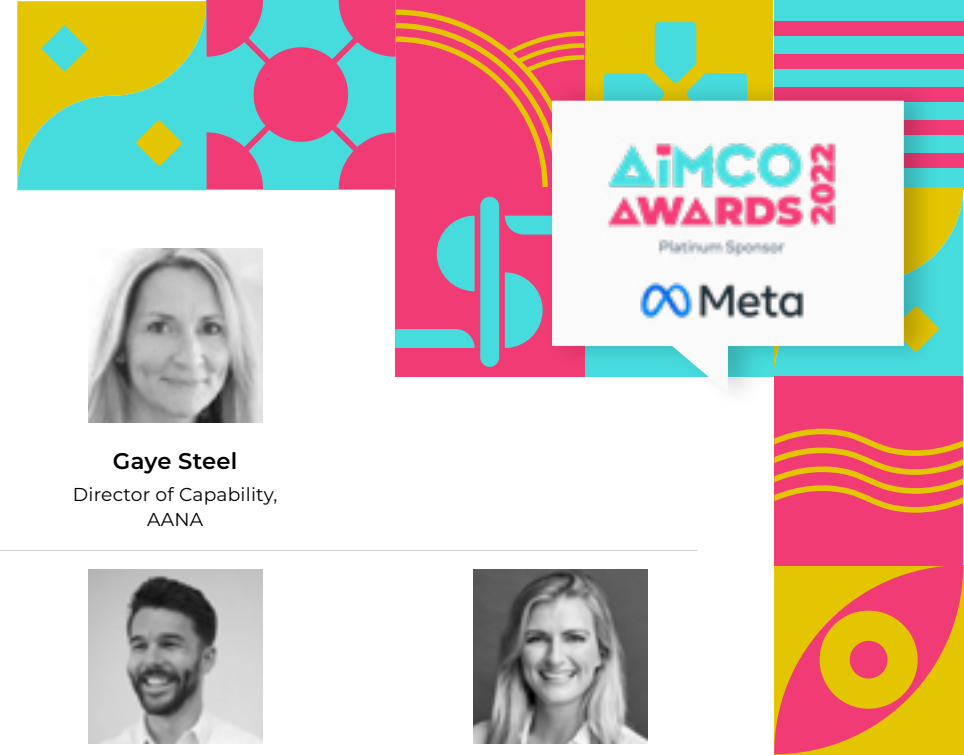
Emily Hatzopoulos
Senior Talent Manager,
Born Bred Talent



Emma Birch
Senior Account Director &
Influencer Lead, Haystac Dentsu



Gaye Steel
Director of Capability,
AANA



Georgie Dempsey
Influencer Specialist,
Hotglue



Ian Edwards
Managing Director,
Wavemaker



Jacqui Capel
Social Media Marketing
Consultant



Jamie Taylor
Head of Digital Integration,
Havas Media



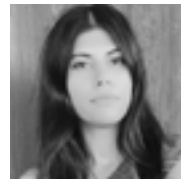
Jen Beirne
Head of Marketing,
Amazon Alexa ANZ



Jessica Clayden
Marketing, Content & Communications,
Thermomix Australia



Joshua Pickstone
Marketing Manager,
Uber Eats



Kristina Farkas
Director,
She Wolf Agency



Lee Sutherland
Director,
frankie+jet



Liz Bolton
Senior Manager Content, Lotteries
and Keno, Tabcorp



Lucia Elliott
Senior Marketing Consultant,
Advertising Council Australia



Maria Panson
Marketing Manager,
Supa Centa Moore Park



Mark Bowness
Founder,
INSPO



Natalie Giddings
CEO,
Hoozu



Rebecca O'Hearn
Social and PR Producer,
Freedom Australia

Our Judges



Raje Hiranand
Brand & Marketing
Consultant



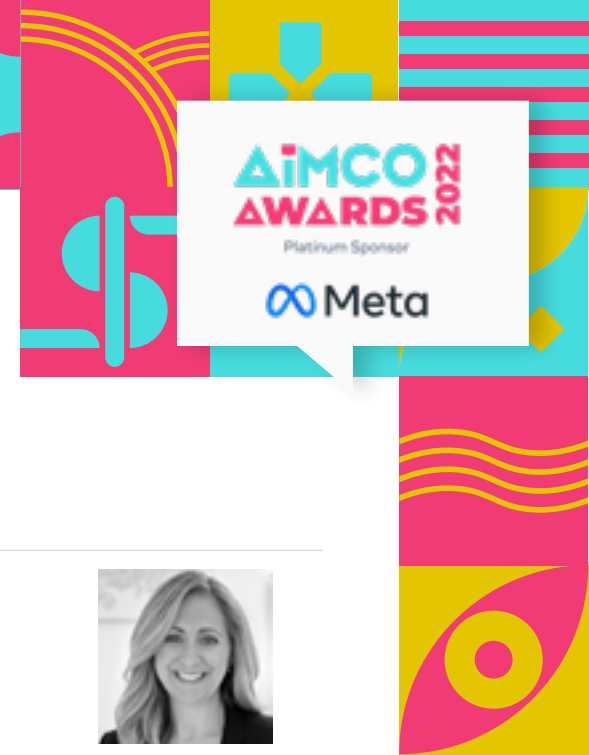
Ryan Lamont
Head of Creative,
Born Bred Talent



Sarah Hamzeh
Digital Marketing Specialist,
Dominos



Sarah Letts
Head of Content Solutions, Australian
& New Zealand, TotallyAwesome



Scarlett Templeman
Senior Communicator, Media
Relations and Content Strategist,
Aldi Stores Australia



Scott Henry
Digital Brand Manager,
Jack Daniels, Brown Forman



Sharyn Smith
AiMCO Chair,
CEO, Social Soup



Shivani Maharaj
National Head of Content
& Partnerships, Wavemaker



Simone Landes
Director,
The Lifestyle Suite



Steph Grapsas
Head of Content & Social,
Snack Drawer



Steph Pearson
Director of Social & Innovation,
OMD Australia



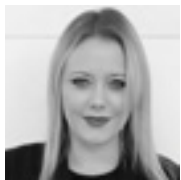
Stephen von Muenster
Partner,
Von Muenster Legal



Stephanie Wife
Managing Director,
Switch Agency



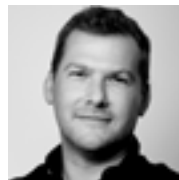
Teagan West
Influencer Marketing,
PR and Social | Free Folk Agency
& Ivy Talent Co



Tegan Boorman
Founder,
Social Law Co



Victoria Harrison
Founder & Director,
The Exposure Co



Tim Rasbash
Managing Director & Founder,
Yellow



Tom Bishop
Marketing Manager,
Pickstar

Our AiMCO Awards Committee



Patrick Whitnall

TwentyFiveFour
Chair of Judges, AiMCO Deputy
Chair. Marketing Director



Emma Baston

Principle Media Group
Head of Planning



Jacqui Capel

Freelance
Social Media Marketing
Consultant



Kylie Green

The Lime Agency
Founder & Director



Lara Mowforth

Hoozu
Account Director



Victoria Harrison

The Exposure Co
Founder & Director



Ourhai Tower

Red Havas
Business Director



Courtney Barlow

L'Oréal Australia
Customer Success and
Engagement Manager



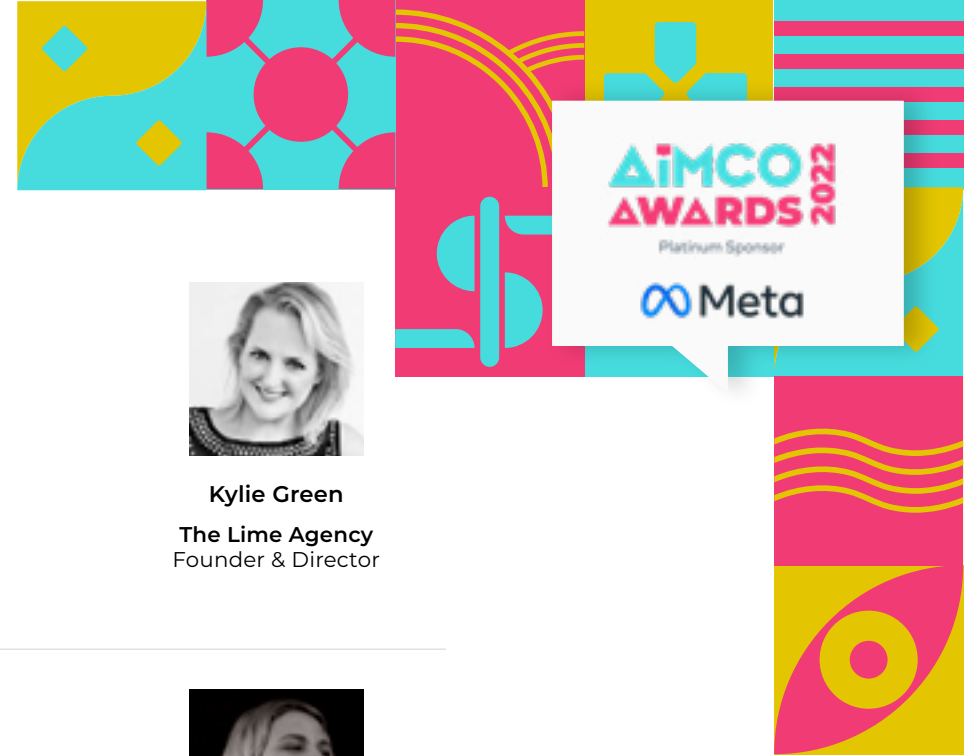
Sam Kelly

Hello Social
Managing Director



Shivani Maharaj

Wavemaker
Chief Content &
Partnerships Officer





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