

December 12, 2023

AiMCO Awards 2023 Finalists Announced

AiMCO is delighted to announce the 2023 AiMCO Awards finalists.

The AiMCO Awards recognise and celebrate exceptional and successful collaborations between brands and creators that engage audiences through authentic, uniquely crafted content.

The awards celebrates the **Power of Connection** through the four pillars of **Creativity, Community, Culture, and Collaboration!**

AiMCO would like to thank all our entrants and give our congratulations to all our finalists. Thank you to our Sponsors; Hello Social, Meltwater, Social Soup, Talentpay Australia and Tagger by Sprout Social.

"The creator industry continues to thrive, and our awards embody this; this year is the biggest and best yet. We've had over 220+ entries, 70+ judges and 26 categories. The positive and passionate reaction from the judges, especially marketers, has been a real marker of how the work and impact influencer marketing is having across the industry. Congratulations to all of our shortlisted finalists. I look forward to celebrating with everyone on our awards night". Said AiMCO's Managing Director - Patrick Whitnall

The AiMCO Awards Celebration and Ceremony will be held at Doltone House, Jones Bay Wharf on Thursday February 29, 2024.

Finalists are listed by alphabetical order by name.

Brand Awards

Best Beauty & Wellness Campaign:

Milky Foot Spring by Sling & Stone

L'Oréal Paris Revitalift Clinical 12% Pure Vitamin C Serum by L'Oréal Paris

Shaking It Up: Bio-Oil® Body Lotion Launch by Havas Red

Sound of a Smile by Wavemaker

Maybelline New York x HERO: Through Their Eyes by L'Oreal Groupe

Best Business, Finance, Insurance, Telco Campaign:

Afterpay x A-Team by Hello Social

SEEK - TikTok Creators by Ernest Agency

Uber Young Earner by Hello Social

Best Entertainment & Gaming Campaign:

FINAL FANTASY: Paws of Valisthea by Sling & Stone

Live At The Bowl Festival Series by Hypetap

The Athlete's Foot x Roblox: FITOPIA by Leapfrogger

The Maybelline New York x HERO social campaign by L'Oreal Groupe

Paramount+ 1923 Moonshine by Hello Social

Best Family, Parenting, Pets Campaign:

Avent - "Never Miss a Mum" by Social Soup

Royal Canin by Social Soup

The Athlete's Foot x Roblox: FITOPIA by Leapfrogger

Best Food & Beverage Campaign:

Domino's Pizza Past Launch by BornBred Talent
Krispy Kreme Share The Joy by Sling and Stone
Archie Rose Distilling Co. partners with Sydney Mardi Gras & Sydney World Pride by The Mint Partners
White Claw "Bring The Wave" Summer Campaign by Two Palms Media

Best Health, Fitness, Sport Campaign sponsored by Tagger by Sprout Social:

Bringing culture back to the court, Australian Open by Hypetap x DRUM AU
HOKA: Clifton 9 Launch by Leapfrogger
"Protect Your Unmissable Moments" with Blackmores by Social Soup
U by Kotex x Sez by Hello Social

Best Home, Lifestyle, Travel, Auto Campaign:

Garage Goals Campaign by Hoozu X Pinnacle
Uber Pride Ride by Hello Social
Uber Red Cross by Hello Social
Uber Young Earner by Hello Social
Visit Victoria, March in Melbourne by Hypetap

Influence for Good Campaign:

Butterfly Foundation #BodyPride by Edelman Australia
Sound of a Smile by Wavemaker
Uber Redcross by Hello Social

Industry Awards**Best Boutique Agency/Business:**

Day Mgmt
Hoozu
Mumpower

Best Influencer Marketing Technology Service sponsored by Hello Social:

Fabulate
Coat
Hypetap
Tagger by Sprout Social

Best Large Agency/Business sponsored by Talentpay:

Hello Social
Social Soup
Wavemaker

Best Use of Data sponsored by Meltwater:

Pepsico Simply Chips By Social Soup
Uber x Young Earner by Hello Social

Most Effective Campaign for ROI sponsored by Kitly Business:

Babybee Leapfrogger
Jansz Seasonal Release by Ernest Agency
Pepsico Simply Chips by Social Soup
Uber Carshare by Hello Social
Uber Young Earner by Hello Social

Most Effective Collaboration or Partnership sponsored by Kilty Business:

ALDI Supermarkets by Social Soup
Heinz One Pan Eatery by Hypetap
Sydney WorldPride Queerespondent by ABC, Rainbow History Class & Snack Drawer
Uber Pride Ride by Hello Social
Uber Red Cross by Hello Social

AiMCO Trailblazer:

Ash Jackson
Emma Woods
Ruby Henshaw
Steph Recking

Creator Awards**Best Beauty, Fashion & Style Creator sponsored by Wavemaker:**

Eitan Broude @eiitanbroude
Ginger and Carman @gingerandcarman
Jules Robinson @julesrobinson82
Silk Cartwright @silkcwright
Xanthia Efthymiou @itsXanthia

Best Comedy & Entertainment Creator sponsored by Hello Social:

Ella Watkins @ellawhatkins
Jackson Field @thejacksonfield
Maddy MacRae @maddy_macre
Samantha Andrew @samanthandrew
The Macfarlane Brothers @macfarlanebros
Tim Collins @100percenthattim

Best Family, Parenting, Pets Creator:

Ben & Zara @ben.and.zara
Brother Boys @the_brotherboys
Nicole Wade @PrincessHoneybelle

Best Food & Beverage Creator:

Adrian Widjonarko - Places in Sydney Foodie @adrianwidjy
Andy Cooks @andy_cooks
Nicole Wade @PrincessHoneybelle
Morgan Hipworth @morganhipworth

Best Gaming, Streamer Creator:

Elysa @elysamelon
Caleb Finn @caleb.finn
Stephen @reapz

Best Health, Fitness, Sport Creator:

Benjamin Stubbs @stubbaaa
Gabrielle De Ramos @gabriellederamos
Jeff Malone @fitforpurposetv
Katie Williams @katiewilliams

Best Home, Lifestyle, Travel, Auto Creator:

Bridey Drake @brideydrake
Brooke Styles @brookestyles
Carolina McCauley @carolina.mccauley
Chantel Mila @mama_mila

Best Up & Coming Creator sponsored by Wavemaker:

Hallie & Maddi @hallieandmaddi
Kat Zam @heykatzam
Michael Drake @michaeldrake1
Reese Bros @reesebros
Samantha Jenkins @wiltyplant

Influence for Good sponsored by Social Soup:

Ben McIntosh @benjmcintosh
Esme Louise James @esme.louisee
Jack Toohey @jack_toohey
Sam Fricker @sam.fricker
Tom Forrest @outbacktom

For media enquiries contact: Patrick Whitnall info@aimco.org.au

For information about the awards or to buy tickets go to:

<https://www.aimco.org.au/aimco-awards-event>