

THE POWER OF CONNECTION

AiMCO Awards 2023 Case Studies

AiMCO
AWARDS 2023

Platinum Sponsor

TikTok for Business



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AiMCO Awards 2023

As the newly appointed Managing Director of the Australian Influencer Marketing Council (AiMCO), I am thrilled to introduce the AiMCO Awards 2023, a celebration that embodies this year's theme: The Power of Connection. This year, we've seen an overwhelming response from the industry, with over 220+ entries, a testament to the vibrancy and dynamism of influencer marketing. Our esteemed panel of 70 judges, drawn from across the spectrum of marketing and media, came together to honour and recognise the exceptional work in our field, culminating in an event that brought together over 300 individuals from our community on 29th February 2024.

We're proud to have an array of sponsors who share our commitment to fostering connection, creativity, and innovation within the influencer marketing ecosystem. A heartfelt thank you to our Platinum Sponsor, TikTok for Business, for leading the charge. Our Pillar Sponsors – Kitly Business for Collaboration, Hello Social for Culture, and Wavemaker for Creativity – have each played a crucial role in highlighting the foundational elements that make our industry thrive. Additionally, our Silver Sponsors – Meltwater, Social Soup, Talentpay, and Tagger by Sprout Social – have been instrumental in supporting our awards.

This year's awards shine a spotlight on the incredible talent within the influencer marketing industry, demonstrating

the Power of Connection through creativity, community, culture, and collaboration. These four pillars have guided our winners in creating impactful, innovative, and inspiring campaigns that not only connect brands with their audiences but also mirror the evolving landscape of our society.

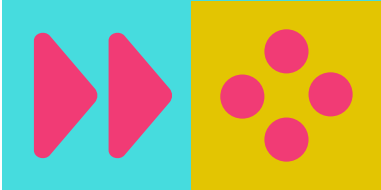
The dedication and expertise of our judges, the innovative spirit of our Awards Committee, and the generous support of our sponsors have all contributed to making the AiMCO Awards 2023 a landmark event. As we celebrate the achievements of this year's winners, we also look forward to the continued growth and success of influencer marketing as a key player in connecting brands with communities in meaningful ways.

I hope the case studies from this year's awards will inspire not only those within the influencer marketing space but also those looking to explore the immense potential of this vibrant channel.



Patrick Whitnall

Managing Director, AiMCO



Our Sponsors



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Sponsor



Sponsor



Sponsor



The logo for AIMCO AWARDS 2023, featuring the word 'AIMCO' in a teal sans-serif font, 'AWARDS' in a pink sans-serif font, and '2023' in a smaller teal font to the right.

AIMCO
AWARDS 2023

The main title 'Brand Awards' is centered in a white speech bubble with a pink border. 'Brand' is in pink and 'Awards' is in a larger, bold, dark blue font.

Brand Awards

BRAND Best Beauty & Wellness Campaign

Background and brief: It's not every day that you're tasked with making feet go viral on TikTok, but Sling & Stone were up for a challenge! Milky Foot tasked Sling & Stone to re-energise brand love and build buzz on social media around the product, especially in the lead up to Summer.

The approach: The Sling & Stone team observed a surge in popularity for foot-peeling content on TikTok, and the hashtag #FootPeel accumulating over 100 million views. Intrigued by the trend of "grossly satisfying" foot-peeling videos, they aimed to spark conversations among Australians about feet through collaboration with lifestyle creators and Skinfluencers.

The idea: The goal was to make Milky Foot Australia's #1 foot peel and an essential step in Spring skincare routines by engaging creators and sparking conversations about feet. Sling & Stone's strategy involved a viral content formula, including click-bait warnings, two-part peel videos, trending language, partner reactions, and before-and-afters. They assigned strategic roles to creators like @ashy_anne_, @skincaredavey, @hannahfurst, @jackcoopxr, and @sliang95, leveraging their unique strengths, and using CreatorIQ to vet talent and set reach KPIs. Creators shared discount codes to drive conversions.

Impact: The results were outstanding - Sling & Stone smashed the 800k reach goal, successfully dominating Aussie newsfeed with #MilkyFootSpring. They generated over 600k engagements, a 6.7% engagement rate (surpassing the goal of >5%), and 40k+ shares and saves. They also surpassed all individual reach KPIs for each creator.

Judges Comment: "Toe stopping content, this entry really stood out and was very a-peeling."

WINNER

Milky Foot Spring
Sling & Stone



FINALIST

Sound of a Smile
Wavemaker

FINALIST

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


FINALIST

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

FINALIST

The Maybelline New York x HERO social campaign
L'Oréal Groupe



Category Sponsored by  tagger
by Sprout Social

BRAND Best Health, Fitness, Sport Campaign

Background and brief: U by Kotex, undergoing a transformative phase, aimed to align with Gen Z's progressive views. Tasked with reigniting love for the brand, Hello Social developed an always-on influencer program to resonate with the empowered and self-assured Gen Z audience. The strategy included authentically normalising the taboo topic of periods and promoting the U by Kotex period tracker app to capture valuable data while ensuring brand preference among Gen Z.

The approach: To resonate with hyper-connected Gen Z, U by Kotex aimed for a more inclusive portrayal of periods. Recognising the influence of creators, the Hello Social team implemented an always-on social listening program, identifying creators discussing periods to authentically integrate U by Kotex into cultural moments among Gen Z. They leveraged TikTok and Instagram Reels, hijacking and extending viral, category-relevant moments.

The idea: Hello Social established an always-on influencer recruitment program using social listening to authentically engage talent discussing periods within their audience. The technology identified viral comedian turned musician SEZ, whose humorous track about getting her period

in her boyfriend's bed went viral on TikTok, generating 617,000 views and 111,000 likes. Leveraging U by Kotex's period tracker and product, a follow-up was arranged. The collaboration, initiated by a casual comment in her first song's comments section, resulted in a viral branded remix celebrated as "the best ad ever" by Gen Z fans. The partnership extended, with SEZ becoming an ambassador, set to perform the track at upcoming shows due to fan requests.

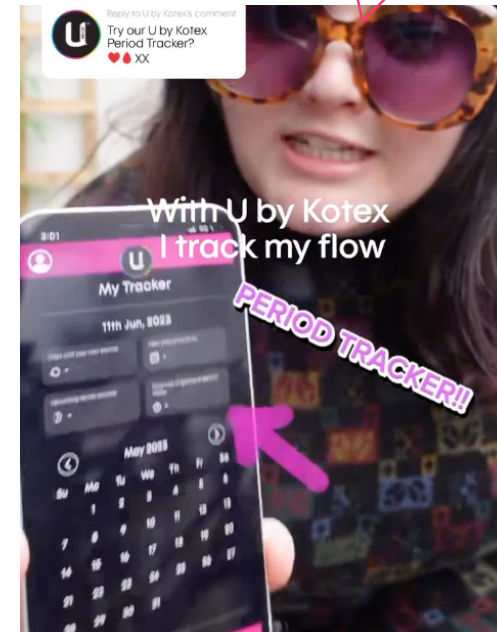
Impact: The single talent engagement achieved remarkable organic results, proving that creativity and data innovation surpass campaign budget and media spend when aligned with the right idea, talent, and channel. Embracing an organic approach, the collaborative campaign achieved national reach and scale with 3.8 million reached, 6,517 shares, and a 97% positive sentiment across over 2,500 comments. The period tracker garnered over 3,000 downloads and sign-ups, achieving a cost per download of \$3AUD against the talent fee, which is 10 times less than the industry benchmark.

Judges Comment: "The most creative & interesting in the category.

Delivered excellent results. Amazing results

WINNER

U by Kotex x Sez
Hello Social



without paid! The messaging was awesome. Applauded for doing something new and risky.

Worked in an authentic way and great pick up through social listening by Kotex to leverage Sez and the song she already had out and do something super creative with it. Great way to get the brand into the conversation in a unique way that clearly landed with the intended audience. The judges all said, 'I wish I'd done that.'

FINALIST

"Protect Your Unmissable Moments" with Blackmores
Social Soup

FINALIST

Bringing culture back to the court, Australian Open
Hypetap X DRUM AU

FINALIST

Hoka: Clifton 9 Launch
LeapFrogger



BRAND Best Family, Parenting, Pets

Background & brief: The goal was clear: engage kids in the Roblox game and convince their parents to choose The Athlete's Foot for Back-to-School shoes. Facing the challenge of standing out during the busy Back-to-School season, The Athlete's Foot aimed to shift its brand narrative from sports shoes to the preferred destination for kids' school footwear. The task involved capturing young audiences in a rapidly evolving gaming platform and creating a Roblox game and campaign within a tight timeline, despite the team's lack of prior experience in this domain.

The approach: With the aim of engaging both kids and parents, LeapFrogger's campaign achieved the following in three months:

Created 'Fitopia,' a Roblox 'world' with three games targeting nine-to-12-year-olds.

Increased awareness and participation in The Athlete's Foot's Back to School (BTS) campaign, featuring Fitopia and appealing gift-with-purchase keychains.

Collaborated with gaming influencers, Norris Nuts Gaming and the Empire Family, to amplify the message on paid social media, connecting with families with younger children.

Encouraged children to share their 'Fitopia'

experiences on Roblox and at school.

The idea: Recognising the challenges of engaging a younger audience, LeapFrogger ventured into gaming—an underexplored territory for The Athlete's Foot's competitors. Integrated into an omnichannel campaign, the outcomes surpassed expectations.

They designed a game lobby resembling The Athlete's Foot store, allowing kids to collect TAF Coins and unlock power-ups, enhancing the gameplay.

To bridge the virtual and real worlds, special codes on character keyrings were distributed during the shopping experience. These keyrings served as physical mementos, attached to school bags, shared with friends, and used to unlock hidden game levels.

The keychains served as a connection between the game and children, encouraging parents to choose The Athlete's Foot for school shoes. The campaign outperformed expectations, with 70,000 keychains becoming heavily coveted collectibles nationwide.

The impact: An Australian 'Retail' First, Fitopia achieved a top 500 rank among 40 million-plus Roblox

WINNER

The Athlete's Foot x Roblox:
FITOPIA
LeapFrogger



Judges Comment: "The winner Athlete's Foot demonstrated that they truly understand their audience and how decisions are made within the house. By partnering with Roblox, they created a social experience for their audience, rather than just being present on a social platform. The results backed this up linking the campaign experience to sales."

HIGHLY COMMENDED

Royal Canin - Petfluencer
Social Soup

FINALIST

Avent – "Never Miss a Mum"
Social Soup



BRAND Best Food & Beverage Campaign

Background and brief: The brief was to create a campaign for Australian youth to boost awareness and uptake of the offer.

Generate excitement and awareness among Australian youth for the offer. Drive customers to make in-store purchases. KPIs included achieving a reach of over 1 million. The target market was primary: Gen Z (18-24 years) - Australian males and females and secondary: Millennials (25-40 years) - Australian males and females.

The approach: Focusing on the youth audience, Sling & Stone's strategy centered on TikTok, leveraging the "Take it or Double it" trend, perfectly aligning with the campaign message of doubling the dozen.

Challenges involved limited budget and a short promotion period of the offer available for only 48 hours.

The idea: Comedic TikTok stars Tom Sharpe and Aaron Cassa, known for viral vox-pop videos, were perfect for the tailored strategy. They used CreatorIQ to find high-engagement TikTok influencers in Australia, discovering the fitting #takeitordoubleit trend invented by Aaron Cassa. Tom and Aaron's vox-pop content outside Krispy Kreme, doubling doughnut boxes, aligned seamlessly with the campaign. Collaborating closely, they balanced

entertainment and key messages. Spark Ads strategically targeted Aussies aged 18-24, ensuring maximum reach within the limited budget.

Impact: The strategy turned a simple "Buy One Get One Free" offer into a viral TikTok sensation, surpassing the goals with a limited budget. Results include over 2.7 million video views (94% above the 1.0 million goal) and exceeding 130,000 social engagements. Influencers played a vital role in bringing the campaign to life, complemented by minimal in-store digital display signage.

Judges Comment: "The use of a social trend, combined with a great selection of influencers and easy-to-understand messaging, set them apart from the other entries. Krispy Kreme's ability to engage with their audience on social media was exceptional, resulting in a highly successful campaign that resonated with fans, with an easy-to-understand concept."

WINNER

Krispy Kreme Share the Joy Sling & Stone



HIGHLY COMMENDED

Archie Rose Distilling Co. partners with Sydney Mardi Gras and Sydney World Pride
Archie Rose

FINALIST

White Claw "Bring the Wave" Summer Campaign
Two Palms Media

FINALIST

Domino's Pizza Past Launch
Born Bred Talent



BRAND Best Home, Lifestyle, Travel & Auto Campaign

Background and brief: Sydney hosted its first Southern Hemisphere WorldPride, a four-week event with over 500,000 global attendees, the largest since the 2000 Olympics. Concerns arose about the city's capacity for transportation and movement at such a scale, impacting community safety, accessibility, and participation.

Uber seized the opportunity to support the event, aligning with their mission to move people freely and safely. The brief included increasing Uber's favorability through association with and recognition of the LGBTQIA+ community, aligning with their CSR commitments. The campaign aimed for broad reach, diverse talent representation, and measured effectiveness through a Brand Lift Study assessing increased favorability and recall.

The approach: Instead of just sponsoring with logo placements, Hello Social embraced a grassroots-up strategy for meaningful engagement. The Uber Pride Ride, a free hop-on-hop-off party bus, served as a community entertainment platform, featuring Australian Queer creators performing to thousands in real life and millions online. This approach not only addressed a transport issue but also provided 28 creators with a stage while syndicating the entertainment to millions online, as demonstrated in a brand lift study.

The idea: This game-changing idea

transformed a retro 120-seater bus into a stage for 28 top LGBTQIA+ influencers. Adding production infrastructure and locations enhanced influencer activity creatively. The talent-led campaign featured pre-promoted shows, live performances, and in-feed posts, driving organic reach and live entertainment to millions on Uber's social network, supported by paid media.

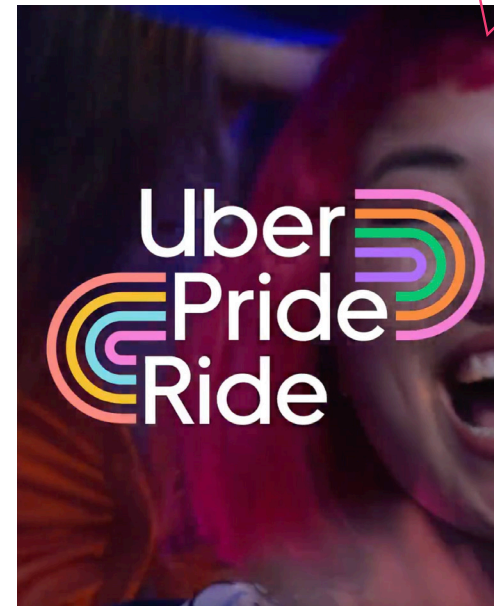
A major PR coup involved securing The Venga Boys for the launch, generating 71 media articles as the Uber Pride Ride became their new Vengabus.

Talent selection focused on positive sentiment and live performance abilities, providing creative freedom to influencers like Miss Annie Mation, Maxi Shield, Karen from Finance, The Dominique Topp, and more.

Impact: The Uber Pride Ride, decked out with influencers, transported 4,000+ riders over 1,200 km in Sydney, playing 1,020 pride anthems, hosting 31 catwalk competitions, and using 44 bottles of glitter. Featuring 28 iconic Australian Queer talents, from drag queens to comedians, the campaign delivered impact across the country for both the brand and the pride movement.

Results:

- 28 creator performances
- 10.5M reached



- 2.2 point lift in Favorability
- 3.7% lift in Campaign Recall

In an industry first, Hello Social demonstrated that influencer initiatives can outperform traditional sponsorships in shifting challenging brand metrics.

Judges Comment: *"The content created for this campaign was what made Pride Ride our winner. Having 28 creators from diverse backgrounds coming together to create amazing content with incredible reach and impact on community is inspiring."*

WINNER

Uber – Pride Ride
Hello Social

HIGHLY COMMENDED

Uber Red Cross
Hello Social

FINALIST

Garage Goals Campaign by
Hoozu x Pinnacle
Hoozu

FINALIST

Uber Young Rider
Hello Social

FINALIST

Visit Victoria, March in
Melbourne
Hypetap



WINNER
Uber – Young Earner
Hello Social

BRAND Best Business, Finance, Insurance, Telco Campaign

Background and brief: Uber & Uber Eats faced a critical labor shortage, jeopardising their two-sided marketplace model. The campaign aimed to swiftly increase drivers and delivery partners, with a clear target of raising consideration by +3 points to maintain platform equilibrium and customer satisfaction.

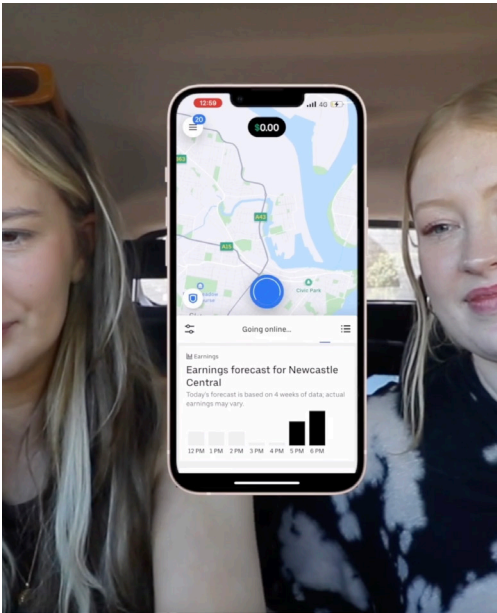
The approach: Hello Social's social listening revealed a trend where TikTok users globally shared their gig experiences and earnings, gaining positive audience reactions. Capitalising on this insight, we partnered with diverse content creators and influencers, such as Flex Mami, Froomes, Taz & Alessia, Emily Grosser, and Harold Holland. They signed up and authentically shared their experiences, amplified by a substantial media spend across META and TikTok.

The idea: The campaign pioneered transparency by revealing actual driver/delivery partner earnings in Australia, a departure from competitors' vague figures. Recognising earnings, lifestyle fit, and effort-reward ratio as key barriers, we strategically partnered with influencers like Flex Mami, Froomes, Taz & Alessia, Emily Grosser, and Harold Holland. They signed up, spent a week on Uber & Uber Eats, and shared their experiences, addressing

barriers directly. Partnering with influencers aligned with Gen Z through platform HypeAuditor proved successful in shifting consideration and driving substantial sign-ups.

Impact: The campaign excelled in achieving consideration goals, surpassing KPIs and driving substantial sign-ups on the platform. A brand lift study (BLS) across META revealed an impressive +7.5pts lift, exceeding the KPI by 2.5 times. The influencer-led activity generated over 80,000 clicks to the site, resulting in X new sign-ups directly attributed to the campaign. Its effectiveness prompted a temporary pause to prevent surplus registrations, ensuring a positive candidate experience and avoiding a negative impact on earnings.

Judges Comment: "Great use of data and insights and Hello Social didn't play it safe at all. This would have pushed the creators out of their comfort zone – so not an easy task, but the creative worked."



FINALIST
Afterpay x A-Team
Hello Social

FINALIST
SEEK – TikTok Creators
Ernest Agency





BRAND Best Entertainment & Gaming Campaign

Background and brief: L'Oreal Groupe conducted a survey with 600 gamers, revealing that over 83% of female identifying gamers faced online abuse, leading many to mute their microphones to conceal their identity. The strategy aimed not only to highlight the issue but to amplify the voices of those affected, fostering allies across genders in the gaming community. Shifting the conversation from female gamers to males, they emphasised that changing behaviour within the gaming culture starts with a collective effort to address the existing challenges.

The approach: The team encountered three challenges: 1) The focus on online abuse was skewed toward a female audience; 2) To enact real change, they needed to shift the responsibility onto males; 3) A health services solution was required for gamers facing or reporting abuse. The solution involved partnering with mental health NGO Reach Out and engaging two prominent Australian male gamers who disguised their real identities with voice modification software and fake female profiles in an online first-person shooter game

The idea: "Through Their Eyes," aimed to showcase the gaming experience through women's eyes. Two prominent Aussie male gamers had their identities disguised

using voice modification software and fake female profiles in an online first-person shooter game. The resulting 3-minute film, broadcasted on Twitch and shared by gaming influencers, urged male players to combat abuse and directed those affected to ReachOut. The film was also screened at Maybelline's Eyes Up Cup, resonating with the gaming community and inspiring female players to share their stories. During IWD week, 32 top female gamers joined a live national tournament, advocating for standing up against abuse to their combined audience of 17 million.

Impact: Australian campaign that gained global recognition, even drawing attention from the UN, sheds light on the disproportionate toxic abuse experienced by female gamers. Beyond raising awareness, the initiative engaged the male community, confronted abusive behavior, and provided a platform to address ongoing injustices faced by female gamers. Results include 449.9M global impressions, earned media reach of 276.5M+, cumulative reach of 65.2M+ gamers, and a significant gender shift in campaign engagement. Maybelline achieved its highest-ever mascara market share at 51.93%, outpacing the market by 5x in unit sales, with a +19.7% market penetration vs last year.

WINNER

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

Judges Comment: "The winner was a clear stand out. The campaign was able to galvanise the audience and show the impact of what they had set out to achieve. The campaign had talkability and relevance. Strategically their approach was well aligned, it was a full package campaign, deeply rooted in how the concept came to life."

FINALIST

Paramount+ - 1923 Moonshine
Hello Social

FINALIST

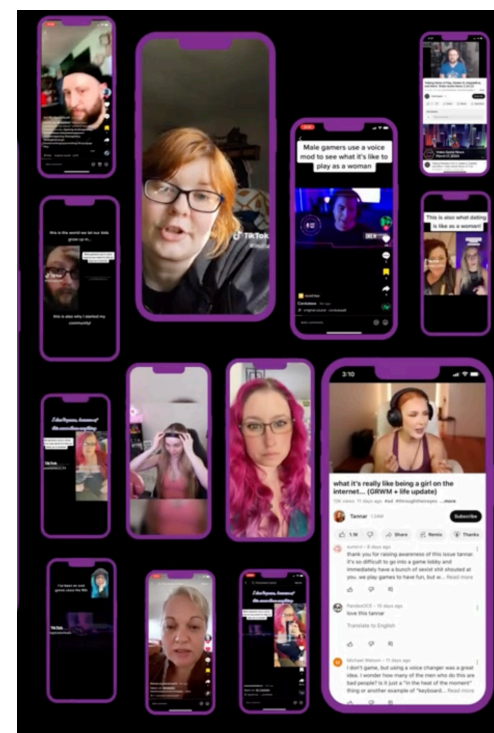
FINAL FANTASY: Paws of
Valisthea
Sling & Stone

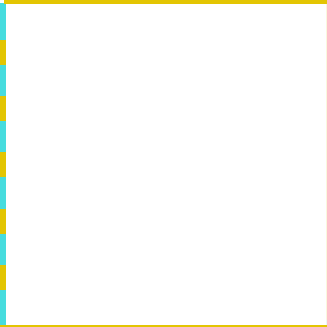
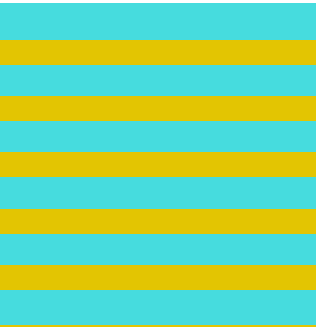
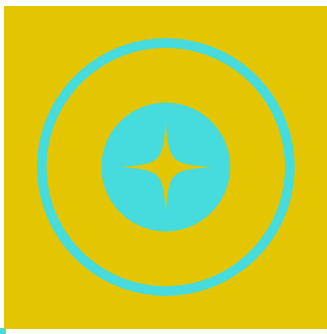
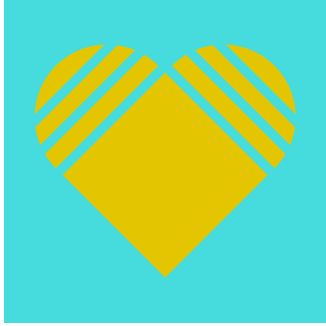
FINALIST

The Athlete's Foot x Roblox:
FITOPIA
Leapfrogger

FINALIST

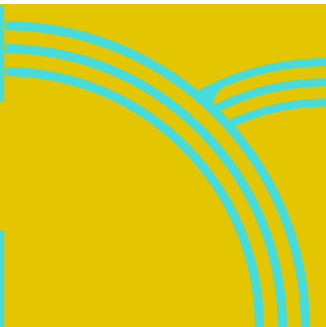
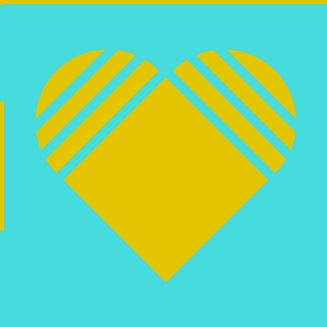
Arts Centre Melbourne, Live
at the Bowl Festival Series
Hypetap






AIMCO
AWARDS 2023

Industry Awards



Category Sponsored by 

INDUSTRY Best Use of Data

Background and brief: Uber & Uber Eats faced a severe labour shortage jeopardising their two-sided marketplace. The shortage led to delivery delays, long wait times, and increased cancellations, impacting customer satisfaction. With rising cancellations and complaints, the urgency to address the issue was paramount.

The campaign aimed to increase the number of drivers and delivery partners, focusing on a straightforward goal: boost consideration and drive sign-ups. The specific target was a consideration lift of +3pts, identified as crucial by Uber's data science team to maintain a balanced platform—avoiding both reduced earnings from competition and frustrated customers due to shortages.

Data Approach: Uber and Hello Social utilised crucial data points to shape the campaign strategy.

Primary Research via FiftyFive Five: Commissioned research identified Gen Z and young millennials as the priority audience segments, being the most receptive to marketing. National survey results from 814 respondents indicated these groups had earnings expectations above their perceptions.

Target Markets: Internal Uber/Uber Eats data enabled prioritised advertising in markets with the greatest need—Sydney, Brisbane, Melbourne, and Perth—while holding out in Adelaide due to an oversupply of drivers/delivery partners.

Hypeauditor: Leveraging this tool, key talent with audiences over-indexing in Gen Z and young millennials were identified for the campaign.

Consideration Uplift Target: A minimum 3% consideration uplift target was set, allowing Uber's data science team to calculate the cascading effect on sign-ups.

The Idea: The campaign was groundbreaking as the first to reveal actual driver/delivery partner earnings in Australia, distinguishing itself from competitors who relied on vague average hourly figures. Informed by Uber's research with FiftyFive Five, which highlighted earnings, lifestyle fit, and effort-reward ratio as major barriers, we strategically addressed these concerns through our influencer partners. Leveraging HypeAuditor, we selected influencers aligned with Gen Z, known for being influenced by marketing initiatives. Our hero

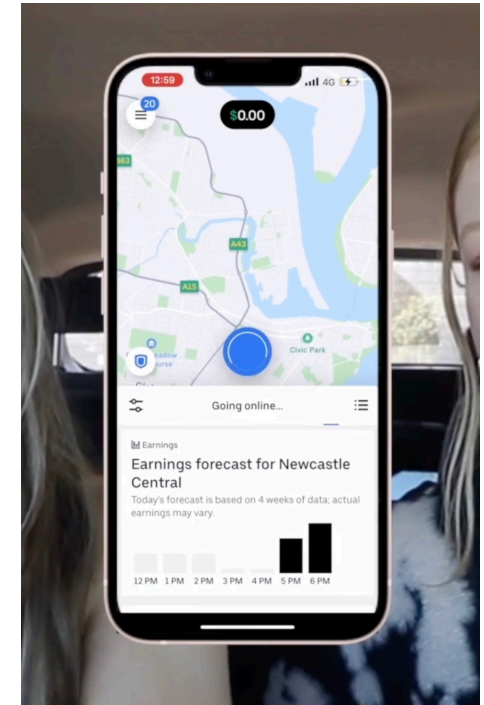
WINNER

Uber x Young Earner
Hello Social

influencers signed up with Uber and Uber Eats, spending a week on the platforms, documenting their experiences, and sharing earnings. This influencer-led strategy successfully shifted consideration and drove substantial sign-ups.

The Impact: The campaign exceeded both consideration and sign-up KPIs, achieving a remarkable +7.5pts lift in the brand lift study (2.5X the KPI). With over 80,000 clicks and X new sign-ups directly attributed to the campaign, its effectiveness prompted a pause to manage surplus registrations and maintain the candidate experience. Throughout, data played a crucial role, guiding impactful messaging related to earnings, selecting the right talent, and optimising sign-ups for maximum impact.

Judges Comment: "The judges considered that data was used to inform the solution. Data was used to inform how they structured their campaign. An insights first campaign."



FINALIST

Pepsico Simply Chips
Social Soup



Category Sponsored by **hello SOCIAL**

INDUSTRY Best Influencer Marketing Technology/Service

In 2023, Fabulate underwent a transformative year, emerging as a leading workflow management tool in the influencer marketing space. Catering to major agencies and brands like Qantas, Loreal, and Disney, Fabulate simplifies the process of creating socially led content.

The platform introduced ground-breaking products, including a discovery tool with comprehensive data on 200 million influencers worldwide, an enhanced outreach tool for automated engagement, and centralised campaign analytics. Fabulate's holistic approach focuses on the entire campaign workflow, offering an all-in-one solution for discovery, ideation, asset management, communication, feedback, and content distribution. The platform has seen significant growth, achieving a fourfold increase in revenue and 73% client growth, while maintaining a unique partnership model that supports both influencers and agencies.

Fabulate's success is further underscored by its key partnerships with the major platforms, where it serves as a marketing partner for creative solutions. The platform's commitment to a strong and healthy creator ecosystem, reflected in its unique business model, sets it apart in the Australian influencer economy.

Judges Comment: "Another clear stand-out. Fabulate's results and growth speaks for themselves. We also selected the winner based on their comprehensive suite of products with strong site usability. The platform gives brands of all sizes the opportunity to execute great content marketing campaigns."

WINNER




FINALIST
Goat
 GroupM Nexus Australia & New Zealand

FINALIST
Tagger
 Sprout Social

FINALIST
Hypetap



Category Sponsored by **Kitly Business**

INDUSTRY Most Effective Collaboration or Partnership

Background and brief: Sydney hosted its first Southern Hemisphere WorldPride, a four-week event with over 500,000 global attendees, the largest since the 2000 Olympics. Concerns arose about the city's capacity for transportation and movement at such a scale, impacting community safety, accessibility, and participation.

Uber seized the opportunity to support the event, aligning with their mission to move people freely and safely. The brief included increasing Uber's favorability through association with and recognition of the LGBTQIA+ community, aligning with their CSR commitments. The campaign aimed for broad reach, diverse talent representation, and measured effectiveness through a Brand Lift Study assessing increased favorability and recall.

The Approach: Instead of just sponsoring with logo placements, Hello Social embraced a grassroots-up strategy for meaningful engagement. The Uber Pride Ride, a free hop-on-hop-off party bus, served as a community entertainment platform, featuring Australian Queer creators performing to thousands in real life and millions online. This approach not only addressed a transport issue but also provided 28 creators with a stage while syndicating the entertainment to millions online, as demonstrated in a brand lift study.

The Idea: This game-changing idea transformed a retro 120-seater bus into a stage for 28 top LGBTQIA+ influencers. Adding production infrastructure and locations enhanced influencer activity creatively. The talent-led campaign featured pre-promoted shows, live performances, and in-feed posts, driving organic reach and live entertainment to millions on Uber's social network, supported by paid media.

A major PR coup involved securing The Venga Boys for the launch as the Uber Pride Ride became their new Vengabus.

Talent selection focused on positive sentiment and live performance abilities, providing creative freedom to influencers like Miss Annie Mation, Maxi Shield, Karen from Finance, The Dominique Topp, and more.

The Impact: The Uber Pride Ride, decked out with influencers, transported 4,000+ riders over 1,200 km in Sydney, playing 1,020 pride anthems, hosting 31 catwalk competitions, and using 44 bottles of glitter. Featuring 28 iconic Australian Queer talents, from drag queens to comedians, the campaign delivered impact across the country for both the brand and the pride movement.

Results:

- 28 creator performances
- 10.5M reached

WINNER
Uber – Pride Ride
Hello Social

HIGHLY COMMENDED

Uber Red Cross
Hello Social

FINALIST

Sydney WorldPride
Queerrespondent by ABC,
Rainbow History Class & Snack
Snack Drawer

FINALIST

ALDI Supermarkets
Social Soup

FINALIST

Heinz One Pan Eatery
Hypetap



- 2.2 point lift in Favorability
- 3.7% lift in Campaign Recall

Judges Comment: "The content created for this campaign was what made Pride Ride our winner. Having 28 creators from diverse backgrounds coming together to create amazing content with incredible reach and impact on community is inspiring."



Category Sponsored by **Kitly Business**

INDUSTRY Most Effective Campaign for ROI

Background and brief: Launch a premium, better-for-you snack during the critical entertaining season, aiming for increased sales and retailer approval.

Objectives:

1. Awareness: Amplify brand recognition amid pre-Christmas marketing noise.
2. Guide Consumers to Purchase: Lead an engaging journey to unveil Simply Chips, nurturing the impulse to share the discovery.
3. Facilitate Quality Reviews: Encourage authentic and influential reviews.
4. Harness Authentic Social Proof: Leverage user-generated content (UGC) from samplers to reinforce product appeal.

Key Performance Indicators (KPIs):

- Engage 19,000 Consumers: Encourage visits to the store and purchases.
- Secure 39,000 Consumer Trials: Drive distribution and hands-on experiences.
- Reach 600,000+: Extend campaign influence across social platforms.

The Approach: Launch a test phase with 3,500 motivated samplers to optimize and stretch into network sharing occasions and micro-influencers, emphasising shared experiences for adoption.

The Idea: Leverage audience-centric planning

with a national omni-influence campaign involving 19,000 nano influencers and 80 micro influencers just before the summer season. Utilise innovative Scan & Collect technology for in-store purchases, facilitating trials and delivering proof of sales.

The Impact: Extrapolating results at 9 months, the campaign achieved a 9.5x ROI.

- 19,350 transactions led to 55,890 trials
- Online: 11,890 reviews, averaging 4.5 stars, with 131 content pieces reaching 1.36 million Australians.

Longitudinal measurement systems tracked:

- Audience sentiment and behaviour shift
- Long-term value and conversion of those involved

Research conducted with:

- Samplers who trialled and shared Simply within the campaign
- Friends of Samplers who heard about/ tried Simply
- Followers of Creators who saw Simply content

Results at 9 Months:

Networker Participants:

- 83% purchased an average of 5.4 times with 2 packs each time.
- Influenced 8.6 friends, of which 70%

WINNER

Pepsico Simply Chips
Social Soup

bought an average of 3.6 times with 2 packs each time.

Scanner Participants:

- 73% purchased, averaging 5.3 purchases with 1.8 packs each time.
- Shared with 5.5 friends, of which 50% bought an average of 2.75 times, 2 packs each.

Social Viewers:

- 38% had unprompted brand recall after 9 months.
- 80% purchased, with 95% continuing to purchase, 7 times on average, with 2.5 packs each time.

Judges Comment: "The judges found Social Soup had provided more information in their entry to enable the judges to clearly and easily determine the ROI for the campaign, which was an impressive ROI for the campaign."



HIGHLY COMMENDED

Uber Red Cross
Hello Social

FINALIST

Baybee
Leapfrogger

FINALIST

Jansz Seasonal Release
Ernest Agency

FINALIST

Uber Carshare
Hello Social



Category Sponsored by **talentpay**

INDUSTRY Best Large Agency/Business

Wavemaker is committed to innovative growth, blending art and science in influencer marketing to redefine the media agency landscape. Their unique approach aims for diversity, equality, and inclusion in advertising, striving to create impactful work that reflects and resonates with the diverse fabric of modern Australia. Their mission is to better lives and create content that every Aussie can be proud of.

Standout achievement this year:

Wavemaker, recognized as Influencer Marketing Agency of the Year by Campaign Asia and winner of a Cannes Lion Silver, has garnered global acclaim, including awards from Cannes Lions, Webby Awards, Clio Entertainment Awards, Campaign Asia Awards, Festival of Media APAC, The Drum Awards, AiMCO Awards, AdNews Awards, and MFA Awards.

Client satisfaction and retention are core to Wavemaker's ethos, boasting a remarkable average NPS score of 8/10 and a 97% client retention rate. The agency's Positive Provocation approach has led to outstanding business performance, with revenue growth surpassing targets at +33% YOY.

Wavemaker actively influences the industry through training programs for

the Australian Association of National Advertisers (AANA) and AiMCO. Shivani Maharaj, Chief Content & Partnerships Officer, plays a pivotal role in the Influencer Marketing Code of Practice for Australia and represents GroupM on the WPP Creative Council. She serves as a judge in multiple award programs and was the sole Australian judge for the Social & Influencer category at Cannes Lions in 2022.

Judges Comment: *"We found that Wavemaker was the most well-rounded agency with strong results and campaigns that were for culture and community rather than just for their own benefit and awards. Their agency culture and push for diversity made them a stand-out."*

WINNER

Wavemaker



HIGHLY COMMENDED

Hello Social

FINALIST

Social Soup



INDUSTRY Best Boutique Agency/Business

In FY23, Hoozu achieved significant milestones, experiencing an impressive 87.5% revenue increase from FY22. Our strategic approach, focus on human connection, and detailed campaign reporting led to the successful transition of six new client campaigns into Always On Programs. They also expanded their services to include social media management, UGC, and strategic amplification. This reshaped clients' perspectives, positioning influencer content at the core of a broader social ecosystem for improved ROI. These achievements underscore their commitment to ongoing growth in influencer marketing, inspiring them to redefine industry standards continually.

Standout achievement this year: Hoozu collaborates with diverse clients, from Jimmy Brings to Emma Sleep, SuperCheap Auto to HelloFresh, Vax to Ryobi, and Ezz Hair. However, their standout performances of the year occurred in the interiors/DIY space with the Bunnings FY23 program and Pinnacle Garage Goals campaign.

In both campaigns, influencer content played a central role, contributing to staggering organic reach and engagement. The content was repurposed across brands' channels and external publications, elevating the impact even further.

Judges Comment: "Hoozu's submission was able to demonstrate that the depth of their campaigns went well beyond the talent they work with and select."

WINNER

HOOZU



HIGHLY COMMENDED

DAY MGMT

FINALIST

Mumpower Marketing



INDUSTRY AiMCO Trailblazer of the Year

In her third year as a senior account manager, Emma has been at the forefront of positive influence, driving internal and client initiatives. She has championed social media marketing best practices, crafted integrated strategies, and transformed one-off campaigns into year-long programs using audience insights. Despite managing a vast client list, Emma has ensured satisfaction and fostered repeat business. In the dynamic influencer marketing landscape, her dedication, strategic vision, and trailblazing multi-tiered campaigns set the gold standard.

Notable successes include the RUOK and PepsiCo's Simply Chips launches, achieving behavioural change and exceeding ambitious KPIs. Emma also pioneered internal frameworks, managed TGA compliance, and played a key role in client education. Emma's industry impact extends to collaborations with creator agencies and promoting a holistic approach to influence, earning recognition, and consistently elevating campaign standards.

Judges Comment: *"We thought the chosen winner was leading the way in making change and demonstrated a trailblazing nature, pioneering influencer change. We also considered it necessary to award a HC in this category as the judges felt strongly about both entries."*

WINNER
Emma Woods
Social Soup



HIGHLY COMMENDED

Ash Jackson
Born Bred Talent

FINALIST

Ruby Henshaw
Day Mgmt

FINALIST

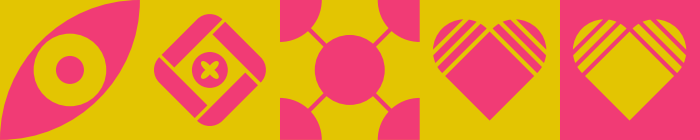
Steph Recking
Two Palms





AimCO
AWARDS 2023

Creator Awards



CREATOR Best Food and Beverage

Princess Honeybelle, a rare female ginger rescue cat from Melbourne, Australia, delights followers with her "Daily Dose of Sweetness" through fun and inspirational baking reels. With the famous catchphrase "Mixy Mix!," she creates a community around her adorably unique baking content, proving that shelter kitties make sweet companions. Her recipes, accompanied by matching music and outfits, showcase a delightful fusion of world traditions. The creative process involves storytelling through music and visuals, carefully considering the smallest details.

Working with cats presents challenges, but prioritizing their health and well-being is paramount. The content emphasizes detail, including matching flowers, outfits, and authentic props. Examples from campaigns with Moccona Coffee and HelloFresh showcase Honey guiding viewers through moments of "Me Time" and promoting HelloFresh's fast and fresh range by highlighting cats' love for cardboard boxes. The carefully crafted content resonates with the audience, fostering engagement and appreciation for the unique feline chef.

Judges Comment: "Super creative, we get why people are engaged. Unique, incredibly memorable."



WINNER

Princess Honeybelle

Nicole Wade

📷 princesshoneybelle

🎵 princesshoneybellex



HIGHLY COMMENDED

Places in Sydney Foodie

Adrian Widjonarko

📷 andyhearden

🎵 andy_cooks

FINALIST

Andy Cooks

📷 andyhearden

🎵 andy_cooks

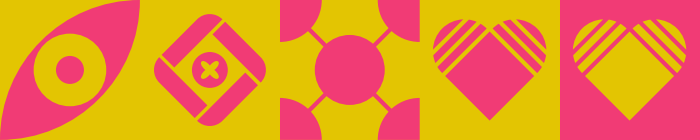
FINALIST

Morgan Hipworth

📷 morganhipworth

🎵 Morgan





Category Sponsored by **Wavemaker**

CREATOR Best Beauty, Fashion & Style

After working as a hair and makeup stylist in London, Jules returned to Australia, joined "Married at First Sight," and found love with her now-husband Cam. Jules became a social media influencer and brand ambassador, embracing the opportunities and challenges that followed. Despite body-shaming and trolling, she stood against negativity and founded her own shapewear company, FIGUR, which has become a global success. Alongside social media content creation, Jules ventured into entrepreneurship with her own fashion brand, Moira Muse, and a hair salon, Status & Co. She shares authentic content, blending real-life moments with brand collaborations on her primary Instagram account @Julesrobinson82, where I have 736k followers. Additionally, Jules maintains accounts dedicated to motherhood (@babycubandladylumps - 70k followers) and FIGUR (@figur_co - 68k followers).

Jules's influence extends beyond social media, with ventures like FIGUR embodying body positivity through diverse campaigns. She successfully launched FIGUR in the UK, utilising innovative marketing strategies, such as branding a double-decker bus that toured London with brand ambassadors promoting body positivity.

Jules has collaborated with numerous brands, including Next, The Iconic, GHD, L'Oreal, and Revlon. Her dedication to authenticity is evident in her selective approach to brand collaborations, ensuring alignment with values and resonating with her audience. In addition to influencer campaigns, Jules has been a Brand Ambassador for the Australian Turf Club's Fashion on the Field, promoting racing events with a reach of over 2.1 million views and approximately 4% engagement.

Jules's collaboration with 1000-Hour, focused on lashes and brows, reflects her passion for supporting small Aussie brands. With over 1.2 million views and approximately 3.6% engagement, she has amplified the brand's message and products.

Her multifaceted journey includes entrepreneurship, advocacy for body positivity, and thriving in the world of social media and influencer marketing. Jules is dedicated to sharing joy and inspiration, both as an influencer and a successful businesswoman. Women frequently ask Jules about beauty and style, she now has her own book out in May 2024 'ASK JULES', signed with Simon and Schuster.

WINNER

Jules Robinson - Figur

@ julesrobinson82

🎵 julesrobinson82



Judges Comment: "Jules demonstrated holistic powerful influence and real authenticity. A real multifaceted entrepreneur who appears to listen to her community."

FINALIST

Ginger & Carman

Day Mgmt

@ gingerandcarman

🎵 gingerandcarman

FINALIST

Silk Cartwright

The Gifted Group

@ silkcartwright

🎵 silkcartwright

FINALIST

Eitan Broude

IMG

@ eiitanbroude

🎵 eiitanbroude

FINALIST

Xanthia Efthymiou

Amplify

@ Xanthia_Efthymiou

🎵 ItsXanthiaa



Category Sponsored by **hello SOCIAL**

CREATOR Best Comedy & Entertainment Creator

Lachlan and Austin Macfarlane, brothers from Brisbane, redefine influencer marketing through their ground-breaking VFX content creation. In 2022, they earned a coveted spot in the TikTok x Cannes Young Lions competition, showcasing their global filmmaking prowess. Their innovative work, recognized with an honourable mention at the 2023 AiMCO awards, seamlessly blends entertainment and comedy.

Their series "A Day in the Life of a Hogwarts Student" exemplifies their creativity, using VFX to bring Hogwarts to life while infusing humour to captivate the audience. Another standout is their Young Lions entry, where they shrink to ant size, embarking on a comical fridge adventure. These examples illustrate how The Macfarlanes set a new standard in influencer marketing, surpassing traditional commercials.

Their creative process begins independently, brainstorming ideas separately and pitching favourites to each other. The collaboration sparks magic, leading to a visualisable concept. Filming occurs over the weekend, with meticulous planning for VFX-heavy or busy-location shoots. Post-production involves Austin sorting through footage, Lachlan editing, and Austin specializing in VFX. Their unique

strengths complement each other, with Austin handling compositing, Lachlan creating 3D environments, and both contributing to sound design and editing. The result is a seamless blend of innovation, humour, and cinematic excellence, setting The Macfarlanes apart in the influencer landscape.

Judges Comment: "The creativity concept and execution are next level, real story tellers! Their visual effects capability is Hollywood style, it will not surprise the judges if they directed a movie in the future."



FINALIST

Ella Watkins
Amplify
@ ellawhatkins
ella.whatkins

FINALIST

Maddy MacRae
@ maddy_macrae_
maddy_macrae_

WINNER

The MacFarlane Brothers
Neuralle Pty Ltd
@ macfarlanebros
macfarlanebros

FINALIST

Jackson Field
Neuralle Pty Ltd
@ thejacksonfield
thejacksonfield

FINALIST

Tim Collins
Amplify
@ 100percentthattim
100percentthattim

FINALIST

Samantha Andrew
Day Mgmt
@ samanthandrew
samanthandrew1



CREATOR Best Home, Lifestyle, Travel, Auto

23-year-old Entrepreneur Bridey Drake is a force to be reckoned with. Starting from humble beginnings on the Central Coast of NSW, Bridey has used her addictively bubbly personality to build her now cult-like online audience of over 1 million highly engaged Gen-Z followers. In between content creation, Bridey owns the highly successful sleepwear store, Night Sweet Thing, which she grew to new heights over lockdown as an e-commerce store as well as completing renovations on her first outback home.

In 2023 Bridey, alongside her best friend Jiny, launched their own Spotify original podcast, The Bridey & Jiny Show. The dream duo are known for their travel and food content, which includes Bridey sharing Jiny's South Korean heritage and more!

With a seemingly never-ending schedule, it's no wonder why Bridey is known for her highly engaging vlog videos showcasing her everyday life.

Judges Comment: "Bridey truly captures what this category means, with creative flair."



WINNER

Bridey Drake
Born Bred Talent

@ brideydrake
🎵 brideydrake

FINALIST

Carolina McCauley
Huume
@ carolina.mccauley
🎵 carolina.mccauley

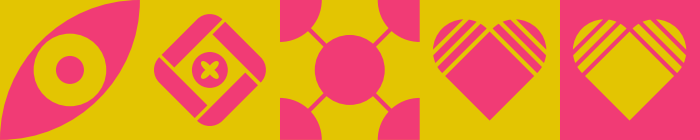
FINALIST

Chantel Mila
Born Bred Talent
@ mama_mila_au
🎵 mama_mila_

FINALIST

Brooke Styles
Born Bred Talent
@ brookestyleless
🎵 brookestyleless





CREATOR Best Family, Parenting, Pets

Princess Honeybelle, a rare female ginger rescue cat from Melbourne, Australia, delights followers with her "Daily Dose of Sweetness" through fun and inspirational baking reels. With the famous catchphrase "Mixy Mix!," she creates a community around her adorably unique baking content, proving that shelter kitties make sweet companions. Her recipes, accompanied by matching music and outfits, showcase a delightful fusion of world traditions. The creative process involves storytelling through music and visuals, carefully considering the smallest details.

Working with cats presents challenges, but prioritizing their health and well-being is paramount. The content emphasizes detail, including matching flowers, outfits, and authentic props. Examples from campaigns with Moccona Coffee and HelloFresh showcase Honey guiding viewers through moments of "Me Time" and promoting HelloFresh's fast and fresh range by highlighting cats' love for cardboard boxes. The carefully crafted content resonates with the audience, fostering engagement and appreciation for the unique feline chef.

Judges Comment: "I'm onboard to see a cat win this"! It's super creative and great to see a creator not playing it safe. This creator was able to work with a broad diversity of brands and make each individual and tailored to that brand without losing any creativity. Quite the opposite in fact!

The effort, passion, love and attention to detail came through in the entry and the content shared – absolutely brilliant. Great to see the positive community engagement.

This entry was so outstanding."

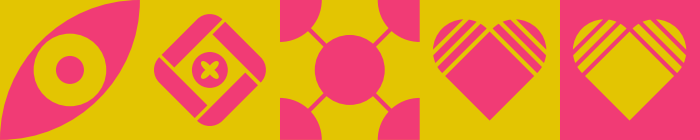
WINNER
Princess Honeybelle
Nicole Wade
@princesshoneybelle
princesshoneybellex



FINALIST
Ben & Zara
Amplify
@ben.and.zara
benandzara

FINALIST
Brother Boys
JR Management
@the_brotherboys
the_brotherboys





CREATOR Best Health, Fitness, Sport

Katie Williams, a Sydney-based former Australian Athlete of the Year and ex-world champion sprinter, has seamlessly transitioned from her athletic career to become a sought-after voice in Australian media. As a health & wellness creator, podcast host, and fitness instructor, Katie's fiery personality and knowledgeable background make her a versatile and in-demand media personality. Notably, she is committed to fostering a supportive community, especially within the LGBTQIA+ space.

After 19 years as an athlete, including a stint in the Iconic Surf Life Saving Roster in 2016, Katie expanded her presence in mainstream and digital media. Her appearances on Big Brother and Ninja Warrior propelled her media success, leading to a chart-topping podcast, "Better For It," and a dedicated Instagram following exceeding 100k.

Katie openly shares her experiences as a queer woman, tackling media speculation, and proudly represents the LGBTQIA+ community. Her role as an ambassador for Lululemon's 2023 World Pride campaign showcases her commitment to awareness and inclusivity.

Beyond achievements and collaborations with global brands, Katie stands out for her dedication to educating and assisting her community in integrating exercise into daily life, catering to all fitness levels. Her openness about her recent adult ADHD diagnosis creates a welcoming space for diverse audiences.

Selected as 7Bravo's sports and wellness reporter in 2023, Katie solidifies her position as a leading voice in the sports industry. In the digital landscape, Katie's ability to capture life's beauty amid chaos inspires and distinguishes her as a one-of-a-kind creator. Her journey as a queer, neurodivergent woman and creator sets an empowering example for others in the sporting world to embrace their true selves.

Judges Comment: *"The winner, Katie Williams has a genuine passion for wellness and health, which shines through in her content. Her dedication to living an active lifestyle is evident in the way she presents herself and the advice she shares with her followers.*

Her content is relatable and authentic, sharing all aspects of her life good and



WINNER

Katie Williams

Day Mgmt

📷 [katiewilliams](#)

🎵 [katie.williams.1](#)

HIGHLY COMMENDED

Jeff Malone

Fit for Purpose

📷 [fitforpurposetv](#)

🎵 [fitforpurpose](#)

HIGHLY COMMENDED

Gabrielle De Ramos

The Gifted Group

📷 [gabriellederamos](#)

🎵 [gabriellederamos](#)

FINALIST

Benjamin Stubbs

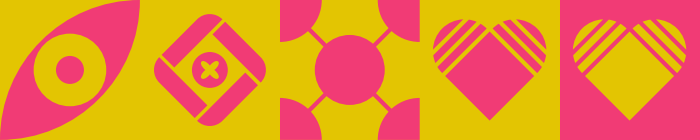
Born Bred Talent

📷 [stubbaaa](#)

🎵 [stubbaa](#)

bad, which helps her audience feel connected to her on a deeper level. She is highly skilled at creating visually appealing content, having a keen eye that showcase her message effectively."





CREATOR Best Gaming, Streamer

Reapz, an influential gaming content creator known by the online username "Reapz," boasts a significant online presence with 17,000 followers on Twitch, over 400,000 subscribers on YouTube, and 120,000 followers on TikTok. Affiliated with Gamer Talent, a gaming agency that collaborates with influencer brand markets, Reapz strives to offer a highly entertaining and well-produced experience by creating a 3D environment resembling a Late-Night Talk Show Set during livestreams.

As an ambassador for indie games, Reapz aims to promote lesser-known titles through highly edited YouTube videos and condensed TikTok content, emphasizing the philosophy of gaming entertainment as a distraction rather than a solution to life's problems.

Collaborating with renowned brands like LYNX, Arnott's, Lenovo, Samsung, Magic the Gathering, and Game Grumps, Reapz has seen substantial growth in subscribers on YouTube and TikTok within a short period. Additionally, he serves as the Trivia host at Fortress, a new gaming venue in Sydney, contributing to both gaming and pop culture on a weekly basis.

Reapz's approach to brand collaborations involves unique and immersive

experiences, such as the LYNX stream on Twitch, where animated overlays merged seamlessly with his livestream, creating an engaging and immersive environment. For Lenovo, he showcased the brand's new laptop in various real-life scenarios, emphasizing the versatility of gaming on the go. In collaboration with the Game Grumps, Reapz played their new game and condensed the experience into a captivating 16-minute video, offering insights, reactions, and commentary.

The campaigns and collaborations mentioned above showcase Reapz's diverse content creation skills, highlighting his commitment to providing quality entertainment and engagement across different platforms.

Judges Comment: *"The content was engaging and unique. It was fit for format and impressive.appealing content, having a keen eye that showcase her message effectively."*



WINNER

Reapz

 Reapz

 Reapz316

FINALIST

Caleb Finn

Born Bred Talent

 calebfinn1994

 caleb.finn

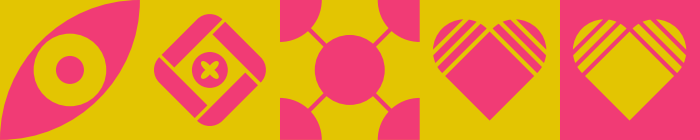
FINALIST

Elysa

 elysamelon

 elysamelon





Category Sponsored by **Wavemaker**

CREATOR Best Up & Coming

Kat Zam, a Queer Greek-Aussie residing in Melbourne for the past 11 years, transitioned from a youth worker to a content creator. Known for crafting genuine content reflecting her raw and diverse life experiences, Kat is proud that her work resonates with Queer individuals, those with migrant backgrounds, and those from small country towns.

Navigating the challenges of being both Greek and Queer, Kat established a community on social media that serves as a space where she can belong to both worlds simultaneously. Her content has become a source of inspiration for individuals seeking reconnection to their culture and roots, fostering pride in their identity.

An innovative creator, Kat acknowledges that content creation is not solely about self-expression but also about connecting with others. Her creative process involves spontaneous ideas, often striking at 2 am, inspired by daily interactions, fleeting moments, and life experiences. Whether waking up with a sudden idea or finding inspiration in conversations, Kat incorporates different angles and cuts to make her content engaging.

Recognising the importance of avoiding burnout, Kat is attuned to her creative

and non-creative moments. When feeling forced, she steps back into the real world, reconnects with people, and draws inspiration from life's highs and lows.

Judges Comment: "Kat Zam was witty, funny and really showcased her talent and the many facets of herself in her approach to campaigns."



WINNER

Kat Zam
Born Bred Talent

📷 heykatzam
🎵 heykatzam

FINALIST

Hallie & Maddi
Born Bred Talent
📷 hallieandmaddi
🎵 hallieandmaddi

FINALIST

Michael Drake
Born Bred Talent
📷 michaeldrake11
🎵 michaeldrake11

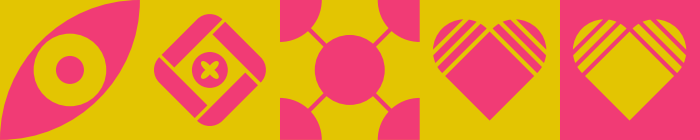
FINALIST

Samantha Jenkins
Snackdrawer
📷 wiltyplant
🎵 wiltyplant

FINALIST

Reese Bros
Born Bred Talent
📷 reesebros
🎵 reesebros





Category Sponsored by **SOCIAL SOUP**

CREATOR Influence for Good

Ben McIntosh, a Queensland-based creator, has carved a unique niche by showcasing his life as a disability support worker, gaining a substantial online following. His distinctiveness lies in his dual roles as a support worker and an innovative content creator, emphasizing inclusivity and raising awareness about various disabilities. Through his platform, Ben educates and empowers, encouraging people to embrace differences and dismantle societal barriers.

As a creator, Ben's innovation shines through his dynamic approach, blending education with entertainment to enlighten and engage his audience. Featuring his sister Grace and friend Zac, both born with Down Syndrome, his videos not only highlight their vibrant personalities but also challenge misconceptions, fostering empathy and acceptance. Ben consistently embodies the "Influence for Good" mantra, going beyond conventional boundaries.

Leveraging his role as a disability support worker, Ben brings authenticity to his content, drawing from real-life experiences to provide valuable insights into the challenges and triumphs faced by individuals with disabilities and their families. This authenticity resonates globally, capturing the attention of

hundreds of thousands of followers and even gaining recognition from high-profile celebrities like Joe Jonas.

Ben's innovative educational methods combine relatable anecdotes, easy-to-understand explanations, and familiar scenarios to demystify disabilities, making the spectrum of human diversity more accessible to a broader audience.

In the realm of sponsored content creation, Ben stands out with campaigns like H&M for Father's Day, showcasing his role as a father figure, and representing Carers Australia on mainstream media. His unique content, created for brands like Coles, LEGO, and Disney, sets him apart in the Australian market, pioneering inclusivity by blending education and entertainment. Ben's platforms exemplify the spirit of the 'Influence for Good' award.

Judges Comment: "While Ben's content really stood out, it was evident that the content was just a snapshot Ben's personal and professional life. The judges felt he truly lived to influence for good, on and off his social profile."

WINNER

Ben McIntosh
Day Mgmt

📷 benjmcintosh
🎵 benjmcintosh



HIGHLY COMMENDED

Tom Forrest
Born Bred Talent
📷 outbacktom
🎵 outbacktom

FINALIST

Jack Toohey
Born Bred Talent
📷 jack_toohey
🎵 jack_toohey

FINALIST

Sam Fricker
The Gifted Group
📷 sam.fricker
🎵 samfrickerr

FINALIST

Esme Louise James
James Edu-Tainment
📷 esme.louisee
🎵 esme.louisee



The logo for AIMCO AWARDS 2023, featuring the word 'AIMCO' in a light blue font, 'AWARDS' in a dark blue font, and '2023' in a red font, all in a sans-serif typeface.

AIMCO
AWARDS 2023

The title 'Most Influential Awards' is displayed in a large, bold, sans-serif font. 'Most' is in light blue, 'Influential' is in dark blue, and 'Awards' is in a very dark blue. The text is centered within a white speech bubble that has a tail pointing towards the bottom right.

Most
Influential
Awards

Category Sponsored by TikTok for Business

BRAND & INDUSTRY Most Influential

Background and brief: L'Oreal Groupe conducted a survey with 600 gamers, revealing that over 83% of female identifying gamers faced online abuse, leading many to mute their microphones to conceal their identity. The strategy aimed not only to highlight the issue but to amplify the voices of those affected, fostering allies across genders in the gaming community. Shifting the conversation from female gamers to males, they emphasised that changing behaviour within the gaming culture starts with a collective effort to address the existing challenges.

Data Approach: The team encountered three challenges: 1) The focus on online abuse was skewed toward a female audience; 2) To enact real change, they needed to shift the responsibility onto males; 3) A health services solution was required for gamers facing or reporting abuse. The solution involved partnering with mental health NGO Reach Out and engaging two prominent Australian male gamers who disguised their real identities with voice modification software and fake female profiles in an online first-person shooter game.

The Idea: "Through Their Eyes," aimed to showcase the gaming experience

through women's eyes. Two prominent Aussie male gamers had their identities disguised using voice modification software and fake female profiles in an online first-person shooter game. The resulting 3-minute film, broadcasted on Twitch and shared by gaming influencers, urged male players to combat abuse and directed those affected to ReachOut. The film was also screened at Maybelline's Eyes Up Cup, resonating with the gaming community and inspiring female players to share their stories. During IWD week, 32 top female gamers joined a live national tournament, advocating for standing up against abuse to their combined audience of 17 million.

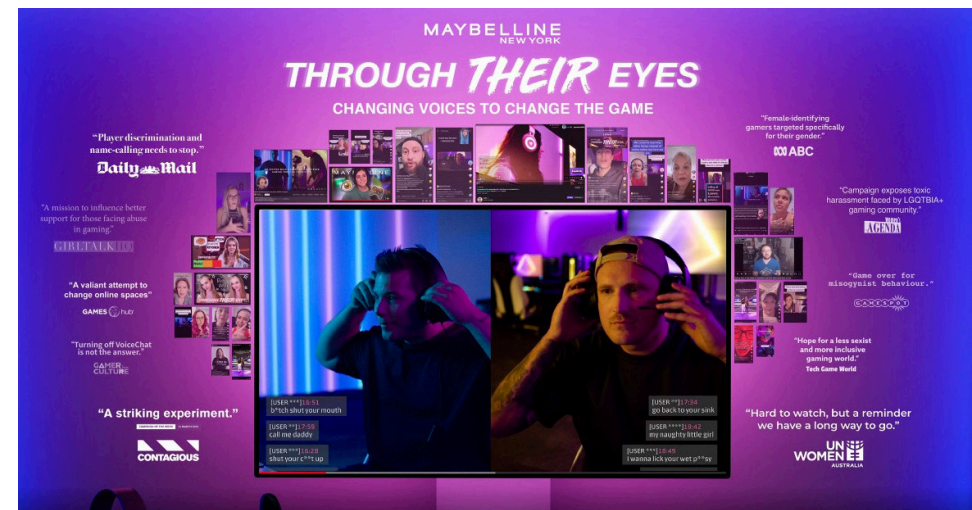
The Impact: Australian campaign that gained global recognition, even drawing attention from the UN, sheds light on the disproportionate toxic abuse experienced by female gamers. Beyond raising awareness, the initiative engaged the male community, confronted abusive behavior, and provided a platform to address ongoing injustices faced by female gamers. Results include 449.9M global impressions, earned media reach of 276.5M+, cumulative reach of 65.2M+ gamers, and a significant gender shift

in campaign engagement. Maybelline achieved its highest-ever mascara market share at 51.93%, outpacing the market by 5x in unit sales, with a +19.7% market penetration vs last year.

Judges Comment: "The campaign had talkability and relevance."

WINNER

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



Category Sponsored by **TikTok** for Business

CREATOR Most Influential

Lachlan and Austin Macfarlane, brothers from Brisbane, redefine influencer marketing through their ground-breaking VFX content creation. In 2022, they earned a coveted spot in the TikTok x Cannes Young Lions competition, showcasing their global filmmaking prowess. Their innovative work, recognised with an honourable mention at the 2023 AiMCO awards, seamlessly blends entertainment and comedy.

Their series "A Day in the Life of a Hogwarts Student" exemplifies their creativity, using VFX to bring Hogwarts to life while infusing humour to captivate the audience. Another standout is their Young Lions entry, where they shrink to ant size, embarking on a comical fridge adventure. These examples illustrate how The Macfarlanes set a new standard in influencer marketing, surpassing traditional commercials.

Their creative process begins independently, brainstorming ideas separately and pitching favourites to each other. The collaboration sparks magic, leading to a visualisable concept. Filming occurs over the weekend, with meticulous planning for VFX-heavy or busy-location shoots. Post-production involves Austin sorting through footage, Lachlan editing, and Austin specialising in VFX. Their unique

strengths complement each other, with Austin handling compositing, Lachlan creating 3D environments, and both contributing to sound design and editing. The result is a seamless blend of innovation, humour, and cinematic excellence, setting The Macfarlanes apart in the influencer landscape.

Judges Comment: "Not just the influencer Industry recognising their work but also actors and the film industry."



WINNER

The MacFarlane Brothers
Neuralle Pty Ltd

@ macfarlanebros
macfarlanebros





AIMCO
AWARDS 2023

Our Judges

Our Judges



Abi Beardsley

Brand Communications Specialist,
Adobe



Abigail Mariner

Digital Partnerships & Talent,
IMG



Al Currie

Lead Influencer Relations,
Twitch



Andie Tickner

Strategic Partnerships,
Lion



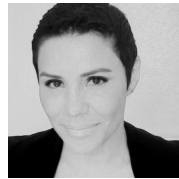
Andy Holford

Chief Product Officer,
KINESSO



Anna Camuglia

Head of Client Services,
Match & Wood



Batoul Peters

National Head of Client Partnerships,
The Brag Media



Beci Mamo

Senior Influencer Marketing
Manager, MCoBeauty



Ben Gunn

Chief Revenue Officer and Co-
Founder, Fabulate



Brittany Anderson-Ruppert

Marketing Manager,
LinkedIn



Brittany Kerin

Influencer Marketing Director,
MCoBeauty



Brittney Rigby

Freelance Communications Lead,
Journalist, and Editor



Bryan Richardson

Group Social Media Manager,
Spotlight Retail Group



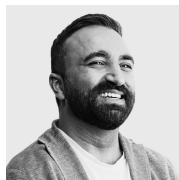
Bryce Coombe

Managing Director,
Hypetap



Clare Stewart-Hunter

Head of Client and Creative
Services, Gemba



Detch Singh

AiMCO Deputy Chair CEO & Founder,
Hypetap



Dim Nedanovski

Managing Partner & Co-Funder,
LeapFrogger



Drew Collins

Social Media and Influencer Lead,
Edelman



Edward Deal

Founder & Head Of Talent,
The Gifted Group



Our Judges



Eleisha Perrett

Social Media Specialist,
Techtronic Industries



Elise Brando

Head of Influencer & Creator
Marketing Department, Underscore
AU



Elysha Stephens

Digital Performance Manager,
Whiteley



Emily Hatzopoulos

Senior Talent Manager,
Born Bred Talent



Eugene Loane

Head of Social Engagement,
Luxury Escapes



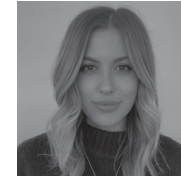
Gaye Steel

Academic Specialist Marketing,
Laureate International Universities



Georgia Leathart

National Head of Strategy, Hearts &
Science



Georgie Dempsey

Influencer Specialist,
Hotglue



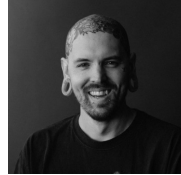
Greg Graham

Founder,
The Nest Consultancy



Ian Edwards

Managing Director,
Wavemaker



Jack Hudson

Head of gotogame,
goto.game



Jamie Taylor

Head of Digital Integration,
Havas Media



Jen Beirne

Head of Marketing,
Amazon Alexa ANZ



Jess Hope

Head of Content & Partnerships,
EssenceMediacom Australia



Jessica Clayden

Marketing, Content &
Communications Thermomix
Australia



Jessica Dang

Senior Brand Manager,
Showpo



Josh Butt

Chief Audio Officer,
Ampel



Kent Pearson

Marketing Partner,
Ground Agency



Kylie Green

Director,
Lime Green Agency



AIMCO AWARDS 2023

Platinum Sponsor

TikTok for Business



Our Judges



Lauren Downie
Social Media Manager,
Paramount+



Lauren Lecordier
Senior Corporate Affairs Manager,
Brand Communications, Nestlé
Oceania



Lena Habkoug
Head of Client Growth APAC,
1000Heads



Maria Panson
Marketing Manager,
Supa Centa Moore Park



Melissa Mullens
Managing Partner,
Avenue C



Michelle Miroforidis
Acting Head of Strategy,
Havas Media Network



Morgan Sutherland
Senior Client Director,
Bastion Agency



Natalie Giddings
CEO,
Hoozu



Nickie Scriven
Founder & CEO,
Chief Meta Chicks



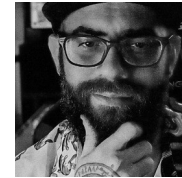
Nicole Foster
Head of Global PR and Advocacy,
Tourism Australia



Nikki Fontoglou
Talent Manager,
Born Bred Talent



Paris Touma
Marketing Director,
Pinstripe Media



Phid McAwesome
Co-founder - Senior Marketing and
Influencer Lead, Original Geek



Philippa Gray
Client Services Director,
MAXCo.LAB



Rachelle El Hayek
Service Team Lead APAC,
90 Seconds



Rebecca Rose
Head of Creators,
Bella Management



Rebecca O'Hearn
Social and PR Producer,
Freedom Australia



Ruby Henshaw
Head of Day Creators,
Day Mgmt



Ryan Lamont
Senior Development Manager,
Creator Network, Australia & New
Zealand, Acast



Our Judges



Scott Henry
Digital Brand Manager – Jack Daniels, Brown Forman



Sharyn Smith
CEO, Social Soup



Steph Grapsas
Head of Content & Social, Snack Drawer



Steph Pearson
National Head of Social & Innovation, OMG Content



Stephanie Wife
Managing Director, Switch Agency



Tegan Boorman
AiMCO Chair, Founder, Social Law Co



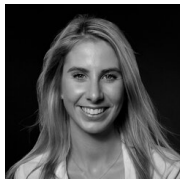
Tim Rasbash
Managing Director and Founder, Ernest



Toby Hemming
Managing Director Asia Pacific, LBBonline - Little Black Book



Tracy Fitzgerald
Founder & Managing Director, Brandalism Australia



Victoria Tynan
Director, The Exposure Co



Zoë Phillips
Head of Brand, Montu



Zunilka Casmenco Whitnall
New Product & Innovation Lead, UNICEF Australia





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