

2025 Finalists

Congratulations!

We are proud to announce the Finalists for the 2025 Real Media Awards!

MAJOR AWARDS

BOY - BRAND OF THE YEAR

- ALDI
- Bunnings
- Chemist Warehouse
- Woolworths Supermarkets

ROY - RETAILER OF THE YEAR

- ALDI
- Chemist Warehouse
- Direct Chemist Outlet
- Woolworths Supermarkets

AOY - AGENCY OF THE YEAR

- BMF
- Direct Chemist Outlet Inhouse Team
- SBM

JC - JUDGES CHOICE

- ARB - Culture Magazine 50 Yrs of 4x4
- Harte International - The Classic HOPE Edition
- LOST MTNS - Swim and Camp
- Peter Sheppard Footwear - The Collection SS24

BED - BEST EMERGING DESIGNER

- Jessica Sinclair - SBM
- Joel Neilly - Pegasus Media & Logistics
- Louise Bolger - RB Sellars
- Viet Lu - Kwik Kopy Camberwell

BET - BEST EMERGING TALENT

- Ben Mersin - SBM
- Catherine Leon - Peter Sheppard
- Stella Chau - Direct Chemist Outlet
- Zareh Mesropian - Pegasus Media & Logistics

HOME

H1 - KITCHENWARE & HOME INTERIORS

- Harris Scarfe - The Greatest Christmas
- Spotlight - Make It, Gift It, Be Merry
- Spotlight - 50 Deals at 50% Off or More
- The Reject Shop - Christmas 2024

H2 - FURNITURE, BEDDING & MANCHESTER

- ALDI - ALDI Mania 2024
- David Jones - Black Friday 2024
- Harris Scarfe - Hello Spring SS24 Collection
- OSMEN - Boxing Day Catalogue

H3 - HOME IMPROVEMENT/ REPAIRS/HARDWARE

- Autobarn - EOFY'thing Auto Sale + Tool Bonanza
- Bunnings - Bunnings Magazine
- Bunnings - Easter Catalogue
- Bunnings - Summer Catalogue

FASHION

F1 - WOMEN & MEN'S APPAREL

- ALDI - Snow Gear 2024
- ALDI - ALDI Mania 2024
- Geelong Wedding Guide - Geelong Wedding Guide
- RB Sellars - Spring Summer 2025 Catalogue

F2 - GENERAL - SHOES, SWIMWEAR, MIXED APPAREL

- ALDI - Snow Gear 2024
- David Jones - Black Friday 24
- Peter Sheppard Footwear - The Collection - Spring Summer 2024
- Peter Sheppard Footwear - Autumn Winter 2025

F3 - CHILDREN'S TOYS & APPAREL

- ALDI - Go a Little Extra - Christmas 2024
- ALDI - Back to School 2025
- ALDI - Snow Gear 2024
- Woolworths Supermarkets - Baby & Toddler February 2025

COSMETICS AND PHARMACY

C1 - COSMETICS/SKINCARE

- Chemist Warehouse - October Big Beauty Sale
- Direct Chemist Outlet - Half Price Beauty Sale May 2025
- Direct Chemist Outlet - Half Price Beauty Sale October 2024
- Priceline Pharmacy - Priceline Pharmacy Members get more

C2 - GENERAL PHARMACY/HEALTH & WELLBEING

- Chemist Warehouse - October Big Beauty Sale
- Chemist Warehouse - September Catalogue
- Direct Chemist Outlet - Half Price Beauty Sale May 2025
- Priceline Pharmacy - Priceline Pharmacy Members get more

RECREATION AND LEISURE

REC1 - SPORTS AND FITNESS

- ALDI - Snow Gear 2024
- Benkennie Netball Club - Benkennie Netball Club Yearbook 2024
- Chemist Warehouse - January 2025 Australian Open
- House of Wellness - September 2025 Footy Finals

REC2 - CAMPING, OUTDOOR GOODS & MISCELLANEOUS

- ARB - Culture Magazine - 50 Years of 4 x 4
- Kiama Municipal Council - Kiama Walking Guide
- LOSTMTNS - Swim & Camp
- Opposite Lock - Opposite Lock Summer Ready Catalogue

BC2

B1 - REAL ESTATE & PROPERTY

- Boutique Homes - Dual Occupancy Multi-Dwelling Townhouses
- Dart West Developments - Gregory Hills Coffee Table Book
- Lateral Estate Pty Ltd - Ralph Alexandria Brochure
- Simonds Home - Create Extraordinary - Style Inspiration Guide

B2 - AUTOMOTIVE VEHICLES & PARTS

- Autobarn - Crackin Christmas Sale
- Autobarn - Ultimate Auto Upgrades
- Opposite Lock - Summer Ready Catalogue
- Opposite Lock - The Great Easter Escape Catalogue

B3 - TOURISM/EDUCATION/GOVERNMENT/ UTILITIES/TELECOMMUNICATIONS

- Indigenous Literacy Foundation - Foreign Rights Catalogue 2025
- LOSTMTNS - Swim & Camp
- Macquarie University - Grapeshot - Roots
- Warrangal Dreaming Pty Ltd - A Journey to Country - Baagii's Memories

B4 - OFFICE SUPPLIES & PRODUCT GUIDES

- ALDI - Back to School 2025
- ARB - Culture Magazine - 50 Years of 4 x 4
- Krost Business Furniture - Krost 2025 Collection
- Officeworks - Officeworks magazine

SPONSORED BY:

2025 Finalists (cont.)

RETAIL

R1 - SUPERMARKETS

- ALDI - Snow Gear 2024
- ALDI - Go a Little Extra - ALDI Christmas 2024
- Coles - Coles Magazine
- Woolworths Supermarkets - Everyday Extra Brand Awareness

R2 - LIQUOR

- ALDI - Go a Little Extra - ALDI Christmas 2024
- Porters - Long Weekend Catalogue 2025
- Porters - Spring Catalogue 2024
- The Bottle-O - Xmas Catalogue 2024

R3 - CHAIN/DEPARTMENT STORES/ CENTRES

- Chemist Warehouse - October Big Beauty Sale
- Ferguson Plarre's Bakehouse - Christmas Food & Gifts at Ferguson Plarre's Bakehouse
- House of Wellness - House Of Wellness Magazine - Autumn 2025
- The Reject Shop - Halloween 2024

R4 - SPECIALTY RETAILERS - JEWELLERY, BOOKS, FABRICS, EYEWEAR, CUISINE

- Ferguson Plarre's Bakehouse - Christmas Food & Gifts
- Zamel's Jewellers - Zamel's Christmas Campaign

R5 - ONLINE RETAILERS

- Harris Scarfe - The Greatest Christmas
- Krost Business Furniture - Krost 2025 Collection
- Peter Sheppard Footwear - Autumn Winter 2025
- Peter Sheppard Footwear - The Collection - Spring Summer 2024

DATA-DRIVEN CAMPAIGNS

DD1 - UNDER 100,000 RECIPIENTS - ALL SECTORS

- Krost Business Furniture - Krost 2025 Collection
- Nutrimetics - Gifts that shine
- RB Sellars - Spring Summer 2025 Catalogue
- Telstra Plus - Pizza Box

DD2 - OVER 100,000 RECIPIENTS - ALL SECTORS

- AGL - FY25 Q4 Energy + Telco Campaign
- AGL - FY25 Q2 Internet Offer Campaign
- Direct Chemist Outlet - The Hairy Pill Direct Chemist Outlet Launch

DD3 - CHARITY & FUNDRAISING CAMPAIGNS

- Autobarn - Rev Up Dad's Day
- Harte International - The Classic HOPE Edition
- MND Victoria - Keep Us Moving 2025 Tax Appeal
- Vision Australia & Petbarn - Petbarn Foundation Seeing Eye Dogs Appeal

PUBLISHING

P1 - MAGAZINES

- ARB - Culture Magazine - 50 Years of 4 x 4
- Peter Sheppard Footwear - The Collection - Spring Summer 2024
- RB Sellars - Spring Summer '25 Catalogue
- R.M. Williams Publishing - Outback Magazine Issue 161

P2 - BOOKS

- Dart West Developments - Gregory Hills Coffee Table Book
- Geography Teachers Association NSW ACT - Powerful Geography Collection
- Harte International - The Classic HOPE Edition
- LOSTMTNS - Swim & Camp

DIGITAL

D1 - PUBLICATIONS

- ALDI - ALDI Spring Seasonal Pulse 2024
- Bunnings - Winter Style Collection
- Pearson Clinical - Wechsler Individual Achievement Test Kit
- Ritchies Liquor - 1870: Cocktails by Tommy

D2 - CAMPAIGNS

- Direct Chemist Outlet - The Hairy Pill
- Sigma Healthcare - Messi Digital Campaign

EXCELLENCE IN CRAFT

E1 - CREATIVE DESIGN & EXECUTION

- Hello May Magazine - Real Wedding Special Volume 10
- Little Hobo's - Brand & Identity
- LOSTMTNS - Swim & Camp
- Tiny Disco - Disco Diaries Volume 2

E2 - BEST IN CLASS

- Club Marine Insurance - Club Marine Magazine
- Greenigo - Maple Wood Cover Journals
- Spicers - The Vellum
- Visit Victoria - Official Visitor Guide to Melbourne and Victoria - Summer 2024-25

E3 - ENVIRONMENTAL SOCIAL GOVERNANCE - DIVERSITY, ENVIRONMENT, COMMUNITY

- Greenigo - Meaningful Maple Wood Memorabilia
- Indigenous Literacy Foundation - Four-Book Series
- Indigenous Literacy Foundation - Foreign Rights Catalogue 2025
- Warranggal Dreaming - A Journey to Country - Baagii's Memories

E4 - CAMPAIGN SERIES - MULTI-CHANNEL

- ALDI - Go a Little Extra - ALDI Christmas 2024
- Direct Chemist Outlet - The Hairy Pill Direct Chemist Outlet Launch
- RB Sellars - Autumn Winter '25 Catalogue
- Visit Victoria - Official Visitor Guide to Melbourne and Victoria - Summer 2024-25

PACKAGING AND INSTORE

P11 - PACKAGING

- Nutrimetics - Calm
- Spicers - Carta Solida
- Spicers - Allyking Cream
- Vision Australia & Petbarn - Petbarn Foundation Seeing Eye Dogs Appeal

P12 - BRAND ACTIVATION

- Autobarn - Shine Fest
- Chemist Warehouse - January 2025 Australian Open
- Colgate Palmolive - Colgate Total Display Drive POS
- Direct Chemist Outlet - The Hairy Pill Direct Chemist Outlet Launch

P13 - LABELS

- Coles - Cake Labels
- Little Big Dairy Co. - Milk Labels
- Manter Sorolla Recycled - Back Once Again
- Manter Tintoretto Gesso Recycled - Back Once Again

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