

APOLLO GOES GLOBAL

It's great to receive global recognition and Apollo are pleased to announce that we were awarded four Orders of Merit at the MAA Globes. MAA pay tribute to promotional marketing initiatives from around the world, that deliver exceptional results for their companies. To be eligible for a MAA Globe, campaigns must first be a finalist in their own country or region, as ours were in our local APMA awards. The best of the best in the world is exactly that!



Best Sponsorship or Tie-In Campaign: Order of Merit. Apollo Marketing Australia for "VB Top Ticket"



Best Business to Business Campaign: Order of Merit. Apollo Marketing Australia for "Coca-Cola 7 Eleven 'Go for Gold' Trade Promotion"



Best Brand-Building Campaign: Order of Merit. Apollo Marketing New Zealand for "Export Yourself"

Best Activity Generating Brand Loyalty: Order of Merit. Apollo Marketing New Zealand for "Export Yourself"

FEATURE CAMPAIGNS

NEW ZEALAND

AHHH, CIDER.

As an extension to the Monteith's Brewing Company, DB have developed an Apple Cider to capitalise on a gaping hole in the NZ market for a premium cider. Apollo was briefed to support the introduction of Monteith's Crushed Apple Cider with a number of launch activations, ensuring that the product hit the market with a bang, as we head into the great Kiwi Summer! A number of projects were implemented, including the development of a full POS suite, product tastings in the on and off premise environments, product drops to offices and the creation of the Monteith's Crushed Apple Cider Lawn. Throughout the launch phase, the Monteith's Cider Lawn will be available around the country for you to enjoy, providing a relaxed and accommodating environment that will facilitate conversation. Monteith's Crushed Apple Cider – "It's Worth Talking Over"



AUSTRALIA

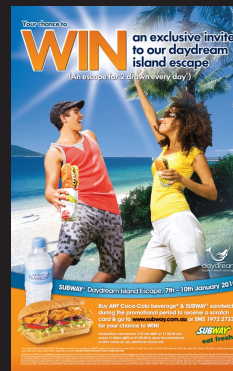
COCA-COLA SUBWAY DAYDREAM ISLAND PROMOTION

Apollo Australia were briefed by Coca-Cola to create a campaign for Subway that would compliment and reinforce their ATL 'Feel Good' campaign.

We were also tasked with building on Mount Franklin's brand platform of positivity, revitalisation and memorable experiences. In response Apollo proposed the concept of converting an entire Island into a place where consumers could go to "Feel Good."

The location was Daydream Island Resort & Spa in Queensland's Whitsundays, and the campaign gave consumers the chance to win the ultimate in feel good experiences: An all expenses paid, trip for two to Daydream Island to enjoy fun in the sun, yoga, massages, and great food. How's that for making dreams come true!

The 6 week promotion was communicated via an in store POS suite and a 15 & 30 second TVC. The campaign was a huge success with Subway customers and the big event will be held on the 7th until the 10th January 2010.



A RISING STAR

The Australasian Promotional Marketing Association (APMA) represents leading Promotional Marketing Agencies in Australia and New Zealand. As part of an exciting new APMA initiative to attract and retain young stars in the industry, a creative logo challenge was put out to launch the new APMA Young Members Group in Sydney.

We are pleased to announce that the winning name is YOUNG STARS and the winning logo was submitted by Chantal Smith of Apollo Marketing, Australia. The new logo will be used extensively throughout APMA communications and also on the APMA Young Stars Facebook page. Chantal won a trip for 2 to the Hunter Valley for her design efforts. CONGRATULATIONS, CHANTAL!



APOLLO CONFERENCE

Apollo's legendary annual conference, will be held in New Zealand this year. Conference will be taking place from Wednesday 25th of November through until Saturday 28th November. Let the fun and games begin!

APOLLO IRON CHEF

Apollo Sydney holds a monthly 'Cook Off' where staff test their culinary skills against each other.



We started last year with a battle of the curries and eager chefs have since gone head to head with bolognaise, soups, stews and even chocolate cake in the hope that they achieve the ultimate prize... The Apollo "Iron Chef" Hat. The latest bout on 12th October, saw Frances and Michelle take on Iron Chef Lizzie in the battle of the stroganoffs – dubbed "The Strog-off".

Expectations were high as salivating Apollomites gathered in the AEGIS family kitchen. The judging commenced and all chefs produced great stros which kept the hungry judges guessing.

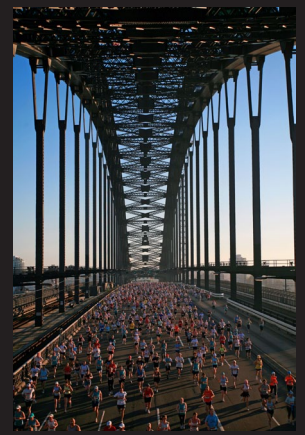
Triumphantly, Frances produced a winning dish which took the majority of the votes and was crowned with the Apollo "Iron Chef" Hat. We wish her luck going into the next battle against new comer, Chloe and mum-to-be, Ritika who steps into the ring for a second time. The challenge this time is a "Chilli-off". We better have the cold milk ready for this one!

APOLLO BRIDGE RUN

On a sparkling Sydney morning on the 20th of September 5 of our super fit Apollomites took part in this year's Blackmores Sydney Running Festival.

There are four events that make up the festival including the Blackmores Sydney Marathon and Half Marathon, the 4km Sunday Telegraph Family Fun Run and the 9km Sunday Telegraph body+soul Bridge Run.

Lizzie, Aisha, Sam, Ritika and Chantal joined over 30,000 other runners in the Bridge Run, a spectacular course taking in the Sydney Harbour Bridge, around Mrs Macquarie's Point and finishing on the steps of the Sydney Opera House. All of the team were happy to complete the course and rewarded themselves with a big breakfast.

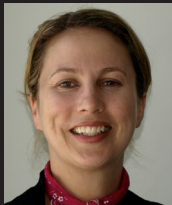


WELCOME ...AND WELCOME BACK



ANGELA FLYNN

Joins Apollo NZ from Adelaide where she was based for two years as Senior Global Brand Manager for Constellation Wines Australia. She is extremely happy to be back living in her home country with friends & family!



REBECCA PETERS

Joins us as a Senior Account Manager and Events Coordinator. Eating, drinking and entertaining is her forté, so she has come to the right place. Previously from Ogilvy NZ, she is very excited about the adventures and opportunities ahead with Apollo NZ.



TERINA GILL

Has returned from maternity leave, after spending 5 months with the gorgeous Kalie. Terina is well into her sixth year with Apollo Australia so we are all very excited to have her back on board.



RAQUEL WITHERS

Returns to Apollo after an overseas trip that saw her adventure through exotic lands like Egypt, Brazil, Argentina, Italy and England. She returned home to NZ and to Apollo and balances life here with 2 days of study a week at University.

THE AEGIS FAMILY

This month the Aegis family feature story is on our sister business Synergy New Zealand:



If everyone is telling you to increase your online presence, it's because you really should.

But just remember...as the internet continues to take over our lives so the need for a human, real interaction becomes that much more important and treasured. The proliferation of traditional advertising has caused its own demise. To really achieve cut-through, brands need to talk to their consumers face to face.

Whether it's in-store or outdoor sampling campaigns, roadshows and events or mystery shopping programmes, Synergy brings a wealth of experience and creativity to every campaign and to every consumer engagement to ensure they deliver results each and every time.

If you would like to hear about what they can do for your brand, please email jason@synergybe.co.nz



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