

## THE JUDGES THOUGHT...

## BEST USE OF SEARCH - RETAIL / ECOMMERCE (SEO) WINNER

**Megantic & Ripe Maternity** 

exceptional use of search. We were impressed by the meticulous detail that went into this campaign. Their methodical approach to tackling challenges and the excellent execution of solutions were evident throughout. The results were awe-inspiring, with a significant revenue increase that exceeded targets.

Megantic truly stood out with their campaign, showcasing an

## BEST USE OF SEARCH – RETAIL / ECOMMERCE (SEO)

served as an excellent example of optimising effectively for both

**AEK Media & Oricom** This was an outstanding campaign that showcased advanced

SILVER

users and search.

WINNER

strategic thinking and consistent commercial success over time. It was evident that this effort was meticulously planned, strategically positioning Oricom as a trusted authority in their industry. This approach led to well-earned revenue growth and

BEST USE OF SEARCH - RETAIL / ECOMMERCE (PPC)

Connected Culture & Luxo Living

This campaign demonstrated remarkable growth, underpinned

by a top-notch strategy and evident industry expertise from

Connected Culture. The team showcased a deep understanding

WINNER Prosperity Media & HALO Technologies

We were impressed with the approach and direction of this

campaign. The detailed objectives and thorough competitor

analysis contributed to a solid overall strategy. They achieved fantastic results, surpassing their targets. The team made

**BEST USE OF SEARCH – FINANCE (PPC)** 

**BEST USE OF SEARCH - FINANCE (SEO)** 

WINNER **Crystal Marketing & Finance Ezi** 

BEST USE OF SEARCH - TRAVEL / LEISURE (SEO)

We were highly impressed with the practical execution of

this programmatic campaign. The innovation showcased by

Impressive was truly remarkable. Their setup, strategy, and

follow-through were methodical and well-thought-out. The team

also excelled in leveraging data-driven content creation, which

Impressive & Rail Online

WINNER

WINNER

added significant value to the campaign.

AdVisible had a strong strategy in place, supported by thorough competitor analysis and clear, SMART objectives that helped drive impressive results. We were particularly impressed by the creativity behind this campaign.

AdVisible & Osborn House

WINNER

and a campaign that delivered remarkable value for the organisation.

**BEST USE OF SEARCH - B2B (SEO)** 

**BEST USE OF SEARCH – B2B (PPC)** 

WINNER

meaningful results.

WINNER

BEST USE OF SEARCH - B2C (PPC)

WINNER

SILVER

of persona targeting. The campaign featured brilliant ideas and

Blufire & Cheapest Liquor Blufire achieved outstanding results, and we were particularly impressed by the data-driven approach and their use of personal targeting. They had a clear, solid strategy that was thoroughly

tested. The team executed a comprehensive implementation

BEST USE OF SEARCH – HEALTH

forward-thinking, setting the foundation for success. With a revenue-focused strategy and flawless international SEO execution, the team demonstrated an outstanding ability to deliver results on a global scale. This is a masterclass in how to

**BEST USE OF SEARCH – AUTOMOTIVE** 

**Megantic & Every Battery** 

WINNER

This was an excellent campaign featuring strong revenue targets, deep audience insights, and a smart, user-centric strategy. The collaboration with their clients was seamless,

**BEST USE OF SEARCH – AUTOMOTIVE** SILVER Blufire & Autocomfort Blufire went beyond CPC and keywords, focusing also on landing pages and market research, which played a key role

in the success of their campaign. They demonstrated a solid

themselves apart in the industry with their approach.

understanding of their client's needs and showed that building

a strong audience can make a real impact. They are truly setting

of the client's needs, and their innovative approach to audience targeting and budget management drove significant improvements in key performance metrics.

excellent use of programmatic and data-driven SEO.

was clear and well thought out, which played a key role in delivering outstanding results.

Crystal Marketing not only met but exceeded all set KPIs, leading

to the client increasing the budget for their project. The strategy

BEST USE OF SEARCH - TRAVEL / LEISURE (PPC)

SIXGUN & Diocese of Parramatta

**BEST USE OF SEARCH - THIRD SECTOR / NOT-FOR-PROFIT** 

Successfully managing a complex site migration, the team

trust placed in the agency by the client, combined with the

consideration, and clear strategic direction at every stage. The

impressive results achieved, showcases a perfect partnership

demonstrated outstanding attention to detail, careful

WINNER **AEK Media & Empower Construction** An impeccably executed campaign that stood out for its thoughtful approach and deep understanding of both the

problem and target audience. The team truly demonstrated

strategic brilliance by diving into in-depth keyword research,

ensuring that every element was perfectly aligned to drive

Navigating the complexities of working with a major franchise with numerous local branches is no easy feat, especially in a market where convincing customers is challenging. Yet, the team's quick thinking and multi-channel approach, combined with close monitoring, led to results that surpassed

so while respecting and maintaining the client's budget.

expectations. They not only achieved remarkable success but did

Rocket Agency & Snap Print Solutions

**BEST USE OF SEARCH - B2C (SEO)** AiiMs Group & Peaches

We were impressed by AiiMs Group's efforts to make SEO work in such a niche space—a clear challenge. However, they achieved impressive results with a competitive and creative approach that truly set them apart. It was particularly commendable to

rather than relying solely on search results.

see them driving organic traffic through diverse user journeys,

BEST USE OF SEARCH - B2C (SEO)

SILVER Alley Group & NETGEAR

This campaign was exceptionally well-executed, incorporating highly technical elements. It presented clear evidence of innovative and creative solutions, which contributed to

impressive results, particularly given the constraints of a limited budget. We were especially impressed by their forward-thinking approach and strategic use of parasite SEO.

Rocket Agency & University of Notre Dame Rocket Agency presented a strong concept backed by a solid strategy, effectively utilising a multi-channel approach. Despite

time constraints, they achieved great success. We were

particularly impressed by the data-driven insights and their use

a clear strategy, leading to impressive results. They truly nailed this PPC campaign with unique and impactful execution.

process, utilising scripts to scrape competitor data effectively. There was a clear correlation between their actions and the results. It was a highly detailed campaign, supported by strong evidence and clear business context.

**BEST USE OF SEARCH - B2C (PPC)** 

WINNER Kia Ora Digital & The Collagen Co The use of a forecasting model showcases the creativity and

drive meaningful impact while balancing creativity and datadriven execution.

contributing to the overall success. It was a well-executed SEO project with impressive user segmentation. A great example of effective end-to-end campaign management.

WINNER **UR Digital & Nouvelle** 

UR Digital had clear objectives and budget management

throughout the campaign, paired with a well-defined target

**BEST USE OF SEARCH - REAL ESTATE & PROPERTY** 

audience and strategy. The implementation was impressive, and the campaign truly embraced creativity. They stood out by using PR in a clever way and thinking outside the box to generate meaningful results. Their engagement was remarkable, and the quick responses from their clients clearly demonstrated the impact they had made. **BEST USE OF SEARCH - FMCG** 

Kinesso Thailand & Wyeth Nutrition Kinesso delivered impressive results, showcasing exceptional reports and campaign execution. We were particularly struck by their strong content strategy, which incorporated thorough competitor research. This was a clear example of mastering the fundamentals and executing them brilliantly.

WINNER

**BEST USE OF SEARCH – GAMING** WINNER

success.

WINNER

WINNER

WINNER

NZ

**BEST LOCAL CAMPAIGN (SEO)** 

deliver remarkable results.

**BEST LOCAL CAMPAIGN (PPC)** 

Impressive & Zero Latency VR

The team's meticulous planning ensured that Zero Latency

expectations. BEST USE OF SEARCH – FASHION

WINNER

Megantic & Hello Molly

Megantic has showcased the gold standard in strategic

excellence! With exceptionally clear and detailed objectives,

they demonstrated unparalleled dedication, leaving no stone

unturned in crafting a strategy that delivered outstanding results

for their client. Their meticulous planning, coupled with flawless

execution, is a testament to their expertise and commitment to

Prosperity Media & Enterprise Rent-A-Car

The deep dive into user and keyword research, paired with

tailored audience insights and interviews with colleagues,

showcases a thoughtful approach to understanding what truly

resonates. It's fantastic to see ROI emphasised in the results,

on local SEO, the team navigated significant challenges with

Rocket Agency & Snap Print Solutions

Rocket Agency has proved themselves to be a powerhouse

of precision and expertise. By systematically identifying key

Their thorough research, meticulous planning, and flawless

of its challenges. The comprehensive 12-month roadmap

execution combined to create a highly structured campaign that

provided a clear and adaptive strategy, aligning each phase with

the competitive e-commerce space. By prioritising high-impact

Skyblue Search, KSC & Keilor Road Physio

The commitment to quality content rooted in rigorous analysis

and adherence to Google's E-E-A-T guidelines is nothing short

of exemplary. By focusing on well-defined content pillars rather

than relying on costly backlink strategies, the team successfully

positioned the clinic as a trusted and credible health advisor.

genius, paving the way for sustainable, long-term success.

We appreciated the campaign structure based on the HCBA

The business objectives were clearly measurable, and there

**SEMRUSH** 

Digital Surfer & Concrete Floor

taxonomy, as well as the assignment of nominal value to ensure

great overview of Netsafe and its mission to combat online hate.

was transparency around the budget. Their audience definition

was well-defined, with primary and secondary segments clearly

Digital Surfer's journey is a masterclass in excellence. With clear

objectives, a rock-solid strategy, and execution that was nothing

exceed expectations showcases their commitment to excellence

extraordinary drive but also sets a benchmark for what can be

short of flawless, they transformed vision into reality. Their

and innovation. This achievement not only highlights their

Prosperity Media produced an incredibly thorough piece of

research, which played a key role in achieving great results.

The campaign was both a great idea and well-executed. Client

testimonials were a valuable addition, effectively showcasing the

impressive work the agency is doing. They clearly took the time

to craft a well-rounded campaign backed by solid data points.

Digital Surfer & The Gold Coast SUNS

boundaries of digital strategy. With a clear focus on improving

sophisticated thinking across multiple platforms, seamlessly

integrating various touchpoints to maximise impact. The

An outstanding achievement in navigating a challenging

landscape. The campaign faced the difficulty of ranking

**Prosperity Media & GO Rentals** 

This exceptional campaign exemplifies the power of data-driven

planning, and robust forecasting. The website redesign, focused

strategy and customer-centric execution. The implementation

phase impressed us with its thorough buyer persona, detailed

on user search intent, enhanced the customer experience and

Not only did the team run highly effective campaigns, but they

also enhanced the client's website along the way, driving both

custom Laravel website despite technical challenges is a true

combination of strategic execution and technical skill highlights

their commitment to delivering exceptional results at every level.

testament to their technical expertise and adaptability. This

By leveraging Google Ads and Facebook Ads to their fullest

remarkably short timeframe. Their ability to secure client buy-

but also showcased the undeniable impact of their approach.

Digital Surfer & CosMediTour Thailand

Tackling the enormous task of resolving prior management

months is a testament to the team's expertise and resilience.

The significant increase in sales highlights the power of focusing

on the client's highest-revenue services, paired with a creative

issues and turning the campaign around within just three

and strategic approach that overcame major challenges.

in and build trust over time not only led to increased investment

potential, the team achieved transformative results in a

immediate and long-term value. Their ability to optimise a

was key to driving impressive improvements in key metrics.

keywords without risking penalties, a task that requires both

search result visibility, this well-rounded initiative demonstrated

campaign's ability to adapt and innovate at every stage reflects a

deep understanding of both the market and the target audience.

An exceptionally innovative campaign that pushes the

accomplished with clarity, precision, and determination.

**BEST USE OF PR IN A SEARCH CAMPAIGN** 

**Prosperity Media & Reckon** 

PROUDLY SPONSORED BY FLOW STATE

**MOST INNOVATIVE CAMPAIGN** 

**MOST INNOVATIVE CAMPAIGN** 

expertise and precision.

**BEST SEO CAMPAIGN** 

**BEST PPC CAMPAIGN** 

**BEST PPC CAMPAIGN** 

**Amire & Ultimate Travel** 

**BEST PAN ASIAN CAMPAIGN** 

**BEST USE OF CONTENT MARKETING** 

Prosperity Media & ResDiary

Prosperity Media has set a shining example of strategic

**BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN** 

This campaign was built with great attention to detail, and

it was clear that a lot of thought went into its development.

providing solid evidence of a strong return on social media

ad spend. The video transformations were particularly

**Prosperity Media & Alliance Climate** 

Prosperity Media showcased the incredible use of technology

tackle intricate SEO challenges. Their insightful use of data to

the campaign were highly impressive. We commend their

creative application of non-traditional data techniques to

understand user feedback through reviews was excellent.

Rocket Agency & University of Notre

transparency regarding budget and media spending.

They developed a well-thought-out strategy and managed the

project effectively, which contributed to exceeding their goals.

The campaign had measurable objectives throughout, with clear

to solve complex problems. The data tools employed throughout

The comparison between the old and new ads was excellent,

noteworthy. We really appreciated the approach and insights

that drove performance, and the production quality stood out as

Blank Theory & Machter Auto

brilliance and flawless execution. With SMART, measurable

objectives and a well-thought-out strategy, they showcased an

in-depth understanding of their target audience. Every detail

of their approach was perfectly aligned, delivering exceptional

results that speak volumes about their expertise and dedication.

WINNER

WINNER

WINNER

significantly improved.

**BEST USE OF DATA (SEO)** 

**BEST USE OF DATA (PPC)** 

WINNER

Dame

WINNER

Control

SILVER

Blufire & Cheapest Liquor

WINNER

WINNER

AiiMs Group & Peaches

ability to focus on what truly matters and deliver results that

a bidding strategy driven by conversion value. They provided a

Transforming the client into an active participant is a stroke of

showcased deep industry knowledge and an acute awareness

strategic goals while responding to dynamic market trends in

recommendations, the team maximised ROI with remarkable

delivered outstanding results that exceeded expectations. Their

unwavering commitment and strategic brilliance highlight their

opportunities and executing with unmatched focus, they

dedication to achieving excellence for their clients.

**BEST LOW BUDGET CAMPAIGN (SEO)** 

**BEST LOW BUDGET CAMPAIGN (SEO)** 

**BEST LOW BUDGET CAMPAIGN (PPC)** 

Digitella & Netsafe

**BEST INTEGRATED CAMPAIGN** 

Calibre 9 & Mizuno

efficiency and agility.

SILVER

WINNER

outlined.

WINNER

WINNER

WINNER

SILVER

Renovations

underlining the campaign's tangible impact. With a strong focus

creativity and precision, effectively tackling local competition to

impressive is the exceptional outcome achieved within the given budget, growing organic non-brand traffic almost three times more than forecasted. This campaign is a testament to the team's expertise, strategic insight, and ability to exceed

VR's SEO efforts were seamlessly carried over post-migration, safeguarding the value built over time. What's even more

**BEST USE OF AI IN SEARCH** WINNER

BEST USE OF ALIN PPC

Impressive & Rail Online

Their application of AI was both practical and targeted. Their approach to leveraging data-driven content creation was

noteworthy, complemented by a strong strategy of scraping data from other sites while awaiting the API. We were particularly impressed by the team's outstanding focus on indexation, a critical challenge for programmatic pages like these.

WINNER Online Marketing Gurus & Tradelink

Online Marketing Gurus have showcased excellent use of Al, delivering impressive sales growth. There was a clear and effective combination of platforms at play, which helped drive success. They also demonstrated remarkable responses to challenges, enabling them to achieve outstanding results

Right2Drive truly showcased the future of innovation and

This seamless integration of cutting-edge technology and

practical insights demonstrates both creativity and strategic

This product demonstrates innovative thinking, resulting in

strategy with this campaign. Achieving impressive outcomes,

they masterfully combined the power of AI, trained on a custom

dataset, with real-world expertise to deliver outstanding results.

**BEST USE OF AI IN CONTENT** WINNER Right2Drive

brilliance.

WINNER

WINNER

**BEST USE OF AI FOR DATA** WINNER

**Santander Consumer USA** 

impressive outcomes. The team also has ambitious expansion plans and a clear industry focus, all while maintaining exceptional attention to detail in developing a complex AI system for managing sensitive PII data. They are undoubtedly a strong contender.

**BEST AI SEARCH SOFTWARE SOLUTION** 

**Adthena's Brand Activator** 

**BEST SOFTWARE INNOVATION** 

innovation, especially with close variants, resulted in a brilliant tool. We greatly appreciated the client feedback, and the clear overview of the product demonstrated its value. Achieving such strong results in just 18 months of the product's existence is truly impressive.

Impressive & Skailed™ SaaS Suite

This genuinely innovative software saves clients a significant

amount of time. The product shows great potential, and the

in the market. We were impressed by the clear innovation in

automating the creation of category pages, internal linking,

The ability to seamlessly create reports directly within the

platform, pulling data from multiple sources in a quick and

user-friendly manner, is a game-changer. The added option

to incorporate storytelling transforms the reporting process,

making it both informative and engaging. With a user-centric,

lean approach, this tool offers incredible value for its pricing

The ability to visualise changes across all accounts in one view

from slipping through the cracks. Even more impressive is the

addition of valuable new features without increasing the price,

demonstrating a strong commitment to customer satisfaction

TrueClicks provided clear and compelling use cases, they

challenges their clients face. We were really impressed with

the tool itself. The video was a great addition, helping us fully

successfully implementing the freemium model and the priority

Ryan is doing exceptional work for the business. They presented

well-defined objectives, taking into account a broad range

supported by clear evidence that highlighted why Ryan is a

strong contender. It's also great to see the business recognise

the role in the success of the campaigns they've run. Ryan has

The significant turnover is a testament to the team's excellence,

but what truly sets this organisation apart is their commitment

workplace. These accomplishments reflect not only business

An inspiring and impactful campaign that goes beyond business

commitment to creating a supportive environment for working

mums, ensuring a seamless and empowering return to work.

to giving back, demonstrated through generous charity

donations and a strong focus on maintaining a balanced

success but also a deep sense of social responsibility and

demonstrated their ability to help the agency save time while

of factors. The examples of their work were impressive,

consistently delivering impressive results for clients.

understand its capabilities. A big well done to the team for

demonstrated how their tool effectively addresses the

new standard for customer-centric innovation!

and value. This approach not only drives success but also sets a

ensures that no detail is overlooked, preventing any account

while continuously evolving with new, innovative features.

and page indexing. The manual step for confirming duplicate

demo video effectively highlights its practical applications

Adthena provided real metrics and numerous examples of how

they helped their client avoid wasted ad spend. Their continuous

**BEST SEO SOFTWARE SUITE** WINNER

category pages was a thoughtful touch.

**BEST PPC MANAGEMENT SOFTWARE SUITE** WINNER

**TrueClicks** 

**Dragon Metrics** 

**BEST SEARCH SOFTWARE TOOL** 

WINNER

**TrueClicks** 

**EMERGING TALENT AWARD** WINNER

alerts to address issues quickly.

Ryan Chilton | Digital Surfer

**BEST START-UP AGENCY** WINNER **Aperitif** 

PROUDLY SPONSORED BY **BEST SMALL SEO AGENCY** WINNER

**Bloom Digital** 

employee well-being.

success. Not only did it significantly increase brand recognition, but it also embraced a well-rounded approach, integrating charitable initiatives that truly reflect the brand's values. What stands out even more is the deep commitment to staff development, demonstrating that they care about nurturing talent through ongoing training and growth.

SILVER

**Aperitif** 

An exceptional display of transparency and accountability in both methodology and delivery, fostering trust and driving significant growth in their client base. This approach not only secured a number of high-profile clients across diverse industry sectors but also cultivated a strong reputation for reliability and excellence. What truly sets this agency apart, is their

**BEST SMALL SEO AGENCY** 

Prosperity Media's unwavering commitment to educating the industry is both admirable and impactful, showcasing a dedication to driving progress and sharing knowledge. Despite challenges, they maintained a balanced and professional approach, a hallmark of their resilience and integrity. With an impressive portfolio of case studies and clients, their contribution to the industry is nothing short of inspiring.

**BEST LARGE PPC AGENCY** 

**Adcore Australia** 

WINNER

PROUDLY SPONSORED BY

WINNER

D) Diginius

We were impressed by the outstanding results Adcore achieved,

appreciate their approach to modelling the business marketing

mix and their focus on data and the right KPIs. The strong client

We believe this agency has assembled the right team to succeed

80/20 mindset, recognising how each digital activity contributes

to overall revenue. Their focus on advanced metrics like MER,

rather than relying solely on basic or fundamental ones,

demonstrates a forward-thinking approach.

D Diginius

holistically, with expertise spanning multiple channels. They

testimonials they've received are a testament to the excellent

especially given the challenges they faced with tracking. We

**BEST LARGE SEO AGENCY** 

**Prosperity Media** 

WINNER

work they're doing. They clearly understand the nuances of PPC and its broader impact on the business. Their use of advanced tools and data analytics has played a key role in driving growth and improving operational efficiency.

( PIMENTO.)

**BEST SMALL INTEGRATED AGENCY** 

stand out as a strong contender in the agency world, bolstered by an intriguing partnership strategy. Their strategic insights and data-driven decision-making have played a significant role in their success. We particularly appreciated their adoption of the

**GMS Media Group** 

WINNER **Jaywing** An outstanding demonstration of growth and innovation as an agency! The ability to seamlessly integrate advanced technology

**BEST LARGE INTEGRATED AGENCY** 

and detailed analytics into campaigns showcases a truly strategic and forward-thinking approach. The impressive results highlight not only their expertise in budget optimisation but also their skill in leveraging data to drive tangible impact.