



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

[illegible]

# Prosperity Media & Somerzby

## Nesting Big Results

Prosperity Media's holistic approach impressively extends beyond optimisation to proactively address negative brand reputation through reviews, directly enhancing LLM visibility. The meticulous detail in implementation breakdown, particularly the client education and training components, demonstrates commitment to sustainable, lasting impact rather than superficial quick wins.

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

[illegible]

## Connected Culture & Urban Sales

## Hej då Ikea! Kia Ora Growth! [Rebuilding revenue beyond the IKEA era]

This campaign is a standout example of performance marketing done properly. Faced with a major commercial risk, the team demonstrated exceptional strategic maturity by turning a deep dependency into a scalable growth opportunity. What impressed us the most was the rigour behind the execution; this was not simply a media play, but a true business partnership grounded in margin, profitability, and long-term resilience.

## BEST USE OF SEARCH – FINANCE [SEO]

[illegible]

## StudioHawk & Sharewise

## Cutting Through a Crowded Market

Leveraging insights and macro trends to shape organic strategy shows strategic depth, while creative content adds authenticity. Seamless technical execution and the integration of offline brand activity into SEO assets drive results, with dramatic year-over-year growth across all key metrics confirming the approach's commercial impact.

## BEST USE OF SEARCH – FINANCE [SEO]

**SILVER**

## Aperitif & Leaselab

## The SEO Engine Behind Australia's Fastest-Growing Novated Leasing Brand

An exceptional campaign in a tightly regulated finance niche, blending strategic precision with flawless execution. Long-tail, compliant content turns restrictions into a creative advantage, while strong technical work and alignment of user intent across the funnel, underscore the strategy's rigor and effectiveness.

## BEST USE OF SEARCH – FINANCE [PPC]

[illegible]

## ALYKA & One Click Life

## Building a Brand for the 2025 Tax Season

ALYKA showcases bold creative courage by abandoning traditional institutional financial messaging in favour of authentic stories. By transforming financial planning conversations into relatable human dialogues, they made the brand genuinely approachable. This human-first approach successfully cut through market saturation, proving that emotional resonance can be a powerful differentiator in even the most commoditised sectors.

## BEST USE OF SEARCH – TRAVEL / LEISURE (SEO)

[illegible]

# Shaun Polidano Consulting & Daydream Island

## The Great Australian Family Escape

Daydream Island's SEO-driven campaign outperformed global travel giants without paid media, blending technical expertise with emotionally resonant, family-first storytelling. Strategic insight, empathy, and measurable commercial impact show how smaller agencies can drive brand growth and influence customer behavior through intelligent organic performance.

## BEST USE OF SEARCH – TRAVEL / LEISURE [SEO]

[illegible]

## UR Digital & Forward Travel

## Shaping Travel Through Search

UR Digital's campaign shows that search is about trust, not just visibility. By combining AI-driven SEO with media-grade PR, a niche operator gained global credibility, while the blend of content, PR amplification, and niche positioning illustrates the future of agile, culture-led organic growth.

## BEST USE OF SEARCH – TRAVEL / LEISURE [PPC]

[illegible]

## Starcom Australia & Air New Zealand

## Changing Fickle Loyalists to Air New Zealand Passengers

This campaign redefines search by blending behavioural science with human insight to address travelers' confidence gaps. Highly relevant messaging turned search into a persuasive tool, exceeding targets and delivering clear business impact, with proven scalability across international markets.

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

[illegible]

## Clearwater Agency & Royal Children's Foundation

## Raising Funds & Awareness

This campaign impressed us with its outstanding results in a highly competitive and challenging environment. Despite economic pressures and difficulties, the team not only exceeded ambitious targets but also delivered meaningful impact for a well-known and respected charity. The strategic approach, execution, and tangible outcomes reflect exceptional creativity, dedication, and real-world impact, making this entry truly deserving of recognition.

## BEST USE OF SEARCH – B2B [SEO]

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**FLOW STATE**

[illegible]

## Uppercut Digital & The Cafe Furniture Company

# SEO Beyond Search Volume

Uppercut Digital impressed us with its originality and impact, turning real sales call insights into keyword data to reshape SEO around true buyer language. The strategy not only opened new revenue streams but proved SEO's power beyond rankings. Clear goals, smart testing, and standout results make this a brilliant example of insight-driven SEO excellence.

## BEST USE OF SEARCH – B2B [PPC]

[illegible]

**Xero**

# SEMplified

This campaign transformed SEM, turning a fragmented program into a scalable, AI-powered growth engine. By pioneering a feed-based campaign system and leveraging untapped demand through D&I content, Xero achieved unprecedented performance in its most competitive markets, showcasing innovation and technical excellence.

## BEST USE OF SEARCH – B2C [SEO]

Sponsored by

[illegible]

## Kuhan Supramaniam Consulting & Kate Hill Flowers

## From Luxury Niche to Mid-Market Dominance

This campaign demonstrates strong performance, exceeding revenue, transaction, and homepage targets through a well-defined audience strategy and clear objectives. Despite the challenges of working as an individual consultant, the approach to content hubs and interest sections was effective, showcasing both strategic insight and practical execution.

## BEST USE OF SEARCH - B2C (SEO)

Sponsored by

[illegible]

## StudioHawk & Sharewise

## Cutting Through a Crowded Market

This campaign exceeded lead generation goals and delivered strong improvements in search rankings. With thorough implementation, it combined SEO, events, and paid media execution, going far beyond a standard SEO strategy to deliver a truly integrated and high-impact approach.

## BEST USE OF SEARCH – B2C [PPC]

[illegible]

## RO Media a Jaywing Agency & RunDNA

## Running into Results

RunDNA's transformation exemplifies how precision and empathy can elevate a local retailer to national success. By deeply understanding their target audience the team connected intent to inventory, driving profitable growth from zero data. This is search marketing at its best: using insight, discipline, and automation to build brands, businesses, and sustainable consumer-first growth.

## BEST USE OF SEARCH – HEALTH

[illegible]

## Prosperity Media & Bondi Meal Prep

## From Macros To Market Domination

A strategic, data-driven campaign blending audience insight with technical innovation. Tools like the Macro Calculator and niche content clusters showcase creative, commerce-aligned solutions in health eCommerce, while empathy mapping connects user needs with AI-powered tools. Strong technical execution proves how smaller brands can compete through smart SEO.

## BEST USE OF SEARCH – AUTOMOTIVE

[illegible]

## Aperitif & Leaselab

## How a Challenger Brand Raced Ahead in Automotive Finance

A smart, well-structured campaign that delivers great business impact through seamless integration of SEO and PPC. The AI integration and compliance-first creativity demonstrate strategic maturity in a regulated space, while the execution across both channels shows how unified search strategies drive superior results.

## BEST USE OF SEARCH – REAL ESTATE & PROPERTY

[illegible]

## NerdOptimize & SC Asset

# The Living-Solutions SEO Engine: Transforming Digital Footprints into Homeowner Journeys

This campaign excels through its progressive shift to intent-based audience identification over traditional demographics, methodical ecosystem building where each content piece serves both individual and collective purpose, and most impressively, sustainable results that prove lasting strategic value.

## BEST USE OF SEARCH – FMCG

[illegible]

## We Are Sprout & Ingham's Australia

## Farm to Fork with Manu

We Are Sprout delivered a near-exemplary campaign that balances brand storytelling with search performance. They successfully merged FMCG authenticity with measurable SEO and PPC outcomes for Ingham's, achieving both engagement and visibility gains. The "Farm to Fork" concept stands out for its human-centered search narrative proving that emotional resonance and technical excellence can drive results simultaneously.

## BEST USE OF SEARCH – GAMING

[illegible]

## Aperitif & Simrigs

## Driving Growth with Turnkey Sim Racing SEO

This campaign is a blueprint for modern SEO in a fast-evolving niche. Aperitif succeeded through technical precision, product-led content, and future-proofing for AI search. More than SEO, this campaign became a growth engine, establishing Simrigs as a serious player in a market once dominated by overseas suppliers and aggregators.

## BEST USE OF SEARCH – FASHION

[illegible]

## Havas Hong Kong & A Bathing Ape (BAPE)

## Search as Cultural Amplifier: From Hype to Heart. Bathing Ape's Search-Led Revival Among Gen Z

Havas Hong Kong brilliantly repositions paid search as a culturally-driven engine, demonstrating deep understanding of Gen Z streetwear behaviors. The audience segmentation targeting sneakerheads, K-pop fans, and fashion TikTokers, translated into geo-targeted, moment-based activations that mirror hype-driven shopping patterns.

## BEST LOCAL CAMPAIGN (SEO)

[illegible]

## Webprofits & Roomia

# Building a Challenger Brand Through Precision Local SEO

This campaign shows a sophisticated grasp of how hyperlocal search intent translates into tangible business results. The integration of paid-search geographic data with local SEO tactics provides Roomia with a rare precision edge in a crowded sector. Securing Top 3 local rankings within days across multiple new facilities, while delivering net-positive occupancy in under three months, is exceptionally impressive and validates the strategy's commercial effectiveness.

## BEST LOCAL CAMPAIGN (SEO)

**SILVER**

## StudioHawk & The Meat & Wine Co

## Raising the Steaks on SEO

StudioHawk seamlessly integrates content strategy, local search optimisation, and conversion architecture at a depth rarely seen in hospitality. The chef-authenticated information hub is a brilliant E-E-A-T play that's also positioned for AI retrieval, while venue pages function as conversion-optimised microsites.

## BEST LOCAL CAMPAIGN (PPC)

[illegible]

## Conversion Advantage & Maries Pizza

## Local PPC that Drives Orders & Store Visits

This campaign proves that smart, disciplined PPC can outperform global giants without global budgets. Through precise targeting, strong measurement, and continuous optimisation, the team delivered exceptional commercial impact for a local business in a highly competitive category. It stands out as a scalable, evidence-based blueprint for local PPC excellence and a deserving winner.

## BEST LOW BUDGET CAMPAIGN (SEO)

[illegible]

## MindArc & Lou Lou Australia

## Bamboo Niches Unleashed

This campaign achieved impressive impact on a modest budget, driving traffic and incremental revenue with exceptional ROI. By targeting low-competition niches, blending AI efficiency with human creativity, and improving Core Web Vitals and site performance, a small brand competed with larger retailers while delivering both immediate results and long-term strategic value.

## BEST LOW BUDGET CAMPAIGN (PPC)

[illegible]

## Online Path & XL Concrete

## Turning an XS Budget into XL Results

This campaign exemplifies how strategic precision can overcome resource constraints through smart segmentation, negative keyword refinement, and disciplined budget control. The sensitivity to working within tight financial parameters while still delivering strong results for a local business demonstrates both tactical expertise and genuine client partnership.

## BEST INTEGRATED CAMPAIGN

[illegible]

## Yo Media & Avokah Legal

## Guilty of Making It Rain

This campaign excels through comprehensive full-funnel integration paired with thoughtful bespoke elements tailored to specific challenges. The deployment of a proprietary AI-powered data warehouse for true ROI measurement represents a notable technical advancement, moving beyond surface-level attribution to deliver genuine business intelligence that connects marketing activity directly to measurable outcomes.

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## MOST INNOVATIVE CAMPAIGN

[illegible]

## Calibre9 & Ghanda

## Evolving eCommerce

It's refreshing to see an e-commerce project that goes beyond optimising product descriptions. The smart integration of UX-driven content with technical optimisation and merchandising insight demonstrates innovation and strategic depth. Excellent execution across the board, with a client-focused attitude that translates into impressive results.

# BEST SEO CAMPAIGN

[illegible]

## StudioHawk & The Meat & Wine Co

## Raising the Steaks on SEO

This campaign showcases exemplary technical execution paired with clear strategic objectives. The Meat Master Hub stands out as an inspired content centrepiece, while the collaboration with a renowned chef adds authentic credibility and engagement. Most satisfying is seeing these creative initiatives translate directly into measurable revenue impact, proving that exceptional craft and business results can work hand in hand.

## BEST PPC CAMPAIGN

[illegible]

## Rocket Agency & UNDA

## Notre Dame's Most Efficient Enrolment Campaign Yet

This campaign impressed with its agile, data-led approach across the platforms and courses, delivering growth efficiently. By innovating the channel mix, including Snapchat, TikTok, and YouTube Shorts, the team achieved record efficiency. The results speak for themselves. Combined with strong client feedback, this campaign exemplifies strategic excellence and measurable impact.

## BEST PAN-ASIAN CAMPAIGN

[illegible]

## StudioHawk & QuickBooks APAC

## Scaling Visibility Across Borders

StudioHawk demonstrates exceptional strategic depth through their holistic SEO implementation, where technical optimisation seamlessly integrates with user experience. The development of interactive tools proves particularly impactful, delivering undeniable engagement that directly fuelled campaign success and transformed passive audiences into active participants.

## BEST USE OF CONTENT MARKETING

[illegible]

# StudioHawk & Kip&Co

## Colourful Growth in Bedding SEO

This was a brilliant fusion of creativity and strategy, the campaign turned chaos into clarity. With nuanced audience insight, intent-led IA, and empowering client education, it delivered both immediate growth and lasting value. The results showcase SEO at its most elegant and effective. Well done!

## BEST USE OF PR IN A SEARCH CAMPAIGN

[illegible]

## StudioHawk & JobAdder

## Adding Jobs, Multiplying Growth

This was a true masterclass in precision PR for SEO. This campaign turned a modest budget into enterprise-level impact through sharp strategy, data-led storytelling, and technical excellence. By leveraging client data, crafting journalist-ready assets, and linking PR directly to search performance, it delivered results that far exceeded expectations. A brilliant example of how creativity, precision, and measurable impact can transform brand authority.

## BEST USE OF SOCIAL MEDIA IN A SEARCH CAMPAIGN

[illegible]

## AEK Media & Hazel Health

## Social Cramp-aign of the Year

AEK Media turned Hazel Health's low awareness into measurable growth with a 'search-trained social' strategy that fuses empathy and analytics. Compliance-safe creativity showcases expertise in regulated healthcare, setting a benchmark for purpose-led social that is both emotionally intelligent and technically rigorous

## BEST USE OF DATA (SEO)

[illegible]

# StudioHawk

## Soaring in Search

StudioHawk showcases exceptional data sophistication through topical gap analysis, semantic mapping with custom GPTs, CRM attribution modeling, and AI-search tracking. The comprehensive rebuild pairs strategic brand repositioning with a strong credibility stack, while the HubSpot migration and E-E-A-T enhancements demonstrate rare technical maturity.

## BEST USE OF DATA (PPC)

[illegible]

## Havas Hong Kong & South China Morning Post (SCMP)

## Exodus Campaign

This campaign showcased exceptional collaboration and innovative data use, turning a subscription and app initiative into a model of digital transformation. By leveraging insights to deliver personalized, high-quality journalism, SCMP strengthened brand trust and equity, demonstrating how data-driven strategies can transform a legacy media brand into a digital-first powerhouse.

## BEST USE OF AI IN SEARCH

[illegible]

## Kia Ora Digital & The Collagen Co

## AI-Led Global Search Growth

This campaign demonstrates a genuinely commercial application of AI that drove incremental growth unattainable through traditional methods. By transforming search from a support function into a predictive growth engine, they've proven AI's strategic value beyond automation, creating a forward-looking system that anticipates opportunities rather than simply reacting to them.

## BEST USE OF AI IN PPC

[illegible]

## Yo Media & Repute Law

# AI-Powered PPC: From Clicks to Real-Time ROI

This campaign redefines the future of PPC by using AI to optimise for revenue, not just clicks and leads. Leveraging real-time insights on lead quality and value, the team maximised ROI and transformed PPC from a marketing expense into a provable profit centre, demonstrating both innovation and tangible impact.

## BEST USE OF AI IN CONTENT

[illegible]

## Digital Hitmen & Discovery Alert

## From 600 to 298,000+ Monthly Organic Visitors in 10 Months

Digital Hitmen sets a new benchmark for ethical, high-performance AI publishing. Built on over 50 hours of prompt engineering, structured schema, E-E-A-T principles, and rigorous human oversight, the campaign proved that AI content can be both strategic and trustworthy. By prioritising trust, indexability, and engagement over volume, they established themselves as a leader in ethical, commercial, and future-proof AI publishing.

## BEST USE OF AI FOR DATA

[illegible]

## Yo Media & Avokah Legal

## Guilty of Making It Rain

Yo Media delivers an innovative AI solution to single source of truth attribution, turning a genuine problem into scalable, high-quality execution. With impressive design and the potential to evolve into a proprietary tool, it exemplifies both innovation and strategic foresight.

## BEST AI SEARCH SOFTWARE SOLUTION

[illegible]

## Adthena's Ask Arlo

## AI-Powered Insights to Optimize Search Campaigns

Adthenda's new feature stands out for its rapid client adoption and the significant time savings it delivers to marketers. This is a very useful innovation that solves real problems, proving its value through both uptake and measurable efficiency gains. The success demonstrates Adthenda's deep understanding of client pain points and practical workflow needs in competitive intelligence.

## BEST SOFTWARE INNOVATION

[illegible]

## Adthena's Ask Arlo

## AI-Powered Insights to Optimize Search Campaigns

Adthena demonstrates clear innovation by addressing information overload. The software enhances cut-through amid numerous campaigns, saving time while elevating the capabilities of an already reliable platform like Adthena. By prioritising users and creating an all-in-one, trustworthy solution, it stands out as a remarkable example of thoughtful, impactful innovation.

## BEST SEARCH SOFTWARE TOOL

[illegible]

## Adthema's Ask Arlo

## AI-Powered Insights to Optimize Search Campaigns

Ask Arlo is a groundbreaking AI assistant purpose-built for competitive search marketing intelligence. Developed entirely in-house by Adthema, it leverages proprietary data and machine learning to deliver live insights from millions of search terms. By providing real-time competitor analysis and actionable market intelligence, Arlo transforms hours of research into minutes, setting a new standard for efficiency and strategic insight in search marketing.

## EMERGING TALENT AWARD

[illegible]

## Ryan Chilton

## Digital Surfer

Ryan is a highly innovative individual and trailblazer who is consistently active in the APAC community. Their expertise spans SEO practitioners and broader business leaders, demonstrating both depth and breadth of knowledge, alongside a strong record of recent achievements.

## BEST IN-HOUSE TEAM

[illegible]

## REA Group Australian SEO Team

Impressive achievements from a small, high-performing team of just five people managing three properties at national scale. The clear, quantified objectives tied to market leadership demonstrate strategic focus, while sophisticated SEO operations and strong cross-functional delivery drive measurable growth. This proves that lean teams with the right expertise and structure can outperform larger agencies through precision, agility, and operational excellence.

## BEST START-UP AGENCY

[illegible]

## First Optimise

First Optimise showcases a distinctive SEO-first methodology that integrates search thinking directly into site design from the ground up, delivering measurable client impact that validates the approach. The confidence and structure throughout the narrative reflects a high-retention, multi-disciplinary team with clear objectives and credible results.

## BEST SMALL SEO AGENCY

[illegible]

# Bloom Digital

Bloom Digital demonstrates impressive business impact, including significant revenue growth and increased client retention through longer average retainer durations and higher hourly rates. The team prioritises staff development by providing employees dedicated time each week for training and skills acquisition.

## BEST SMALL SEO AGENCY

[illegible]

# SIXGUN

SIXGUN showcases exceptional business performance, exceeding revenue and qualified lead targets while achieving a perfect Glassdoor rating. The team has made a meaningful environmental impact, surpassing their tree-planting goals and expanding into New Zealand to support community initiatives. This reflects a commitment to growth, sustainability, and positive social impact.

## BEST LARGE SEO AGENCY

[illegible]

# StudioHawk

StudioHawk has set a new benchmark in AI-driven SEO education and innovation. By delivering strong client results and empowering staff through its “Educate and Lead Through AI Search” initiative and leading on industry-wide learning on LLM optimisation. This visionary approach has positioned StudioHawk as a thought leader, redefining SEO as the foundation of AI visibility.



## BEST SMALL PPC AGENCY

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Diginus

[illegible]**farsiight**

This agency proves that small teams can think big, leveraging AI and automation to drive deeper client impact and evolve as a commercially savvy boardroom partner. By reigniting team energy and expanding capabilities, from AI integration to full-funnel demand generation, it demonstrates strategic innovation, measurable results, and a forward-looking vision for the next generation of marketing excellence.

## BEST LARGE PPC AGENCY

Sponsored by



Diginus

[illegible]

# Rocket Agency

Rocket demonstrates a holistic excellence, blending measurable business growth, innovation, and employee satisfaction. Their campaigns showcase their ability to combine creativity with technical mastery, achieving standout results across six PPC channels and driving engagement on TikTok and Meta. Coupled with thought leadership, an OpenAI partnership, and numerous industry awards, this work positions Rocket as a true industry trailblazer, not just a service provider.

## BEST SMALL INTEGRATED AGENCY

[illegible]

## Aperitif

Aperitif demonstrates exceptional strategic clarity through their full-stack model, where end-to-end client ownership enables fast, precise cross-channel execution. Their commitment to internal development and flexible pathways for returning parents shows rare organisational maturity, building a confident team that strikes an impressive balance between strategic vision and flawless delivery.

## BEST LARGE INTEGRATED AGENCY

[illegible]

# Rocket Agency

Rocket Agency exemplifies integrated innovation by uniting search, Paid Media, creative, and data into powerful marketing ecosystems that drive measurable growth. With an AI-first, human-led approach, the team harnesses advanced AI tools for efficiency and insight while relying on human creativity for strategy and emotional intelligence. In a volatile market, Rocket continues to demonstrate resilience, operational excellence, and trusted leadership.



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