



Australian Marketing Institute

2011 AWARDS FOR MARKETING EXCELLENCE Tasmania

Font Public Relations

Experiential and Brand Experiences

Tasmania Finalist

Campaign:

Power Plant

Lee Tonitto FAMI CPM
Chair
Australian Marketing Institute

Mark Crowe FAMI CPM
Chief Executive Officer
Australian Marketing Institute

VISION
STRATEGY
COMMITMENT
ACHIEVEMENT
EFFECTIVENESS
VALUE



AUSTRALIAN
MARKETING
INSTITUTE



AWARDS FOR
MARKETING
EXCELLENCE

Value Creation Through Marketing