

## 2009 SSAA Media & Publications

# Annual Staff Choice Advertising Awards

This year marks the inaugural SSAA Media & Publications Annual Staff Choice Advertising Awards where staff members of the SSAA's Media & Publications department select what they consider to be the best of the best advertising from the SSAA's stable of print and website media.

Industry advertising that showcases our sport's best firearms, shooting, hunting and outdoor accessories are always of great interest to members. In fact, we are often told that our members read their magazines twice; once for the stories and again for the ads. In our publications, advertising can be either made in-house by our graphic designers or provided by the firearm businesses' own media departments or outside agencies.

This year, the team examined advertising in all of our 2009 publications, looking for the best ads in several specific categories. We particularly looked for ads that were visually effective, creative, showed an effort to demonstrate Australian orientation or content and appealing to a particular audience.

What do the advertisers win, you ask? The honour of being the best of the best of course! By winning an award, they also get their ads published here once again.

A thriving firearms industry is an essential part of our sport and recreation and we encourage you, as SSAA members, to support them whenever you can.

### Visually effective

We chose two equal first-place winners for this category, each with a completely different style.

### Spot satellite personal tracker



Tim Holding would have liked one in his kit after taking a fall from Mount Feathertop

This is an immediately eye-catching ad that is impossible to ignore. It promotes a sensible and technologically modern accessory that could just save your life. No doubt, Victorian Cabinet Minister

and becoming lost. From a design perspective, the headline and bottom banner mirror the striking orange color of the tracker.

### Zafer - Nioa



This well-balanced and interesting ad from Nioa showcases the various features and decorative engraving on the Zafer shotgun. The safety features and benefits such as the three-year warranty and price affordability stand out. The ad uses some nice colors and is balanced visually.

### Sako - Beretta Australia



This is quite a visually complex ad, with images of a menacing looking wolf, majestic mountains, a lake, a bold Sako emblem and of course the complete Sako rifle. It's an attractive ad and you could almost write a story based on its imagery.

### Creative

While this is a rather broad category, being creative is essential in advertising. After all, if an ad doesn't grab and maintain a reader's attention, what hope does it have for promoting its product and passing on its message?

### Marlin - Raytrade



This ad has it all - a catchy line, a three-dimensional image, good design and to top it off, a great-looking lever-action centre-fire rifle. What more could you ask for in an ad? In the modern world of internet communication, many ads, including this one, feature a web address so readers can seek further information. We are sure that many a member has whiled away their time researching, if not dreaming of the next addition to their firearm cabinet.

### Caesar Guerini - Australian East Coast Firearms



This is a distinctive and very appealing ad that echoes the message that the advertiser is attempting to tell about the shotguns - elegance, class, distinctiveness and a firearm for the discerning shot-gunner. You've got to love the tasteful use of black and white and the way in which the engraving and gold inlay on the firearms is featured.

### Informative

In striving to be informative, sometimes ads can be too busy and have nowhere for the reader's eye to rest. The following ads have found the correct balance between being informative and visually appealing.

### Hy-Skor safes - Beretta Australia



This is a clean, easy-to-read and informative ad, both textually and pictorially. It's a great-looking product to begin with, but the ad highlights specific features of the product, such as the Swing 'N' Slide locking mechanism, digital pads and choice of models. We also liked its message that a safe is 'the safest place for your guns' when not at the range or in the field; it ties in nicely with SSAA National's Secure Your Gun, Secure Your Sport campaign.

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## Nirey electric knife sharpeners - Total Knife Care



2

This ad clearly describes the choice of knife sharpeners available for different purposes and includes the prices, which is usually the information that readers really want to know. The ad is easy to read and is attention grabbing.

## Australian orientated

There is no runner-up for this award, as many of the ads we receive still do not make the effort to display Australian themes when advertising products and may simply reproduce overseas ads. While several of the ads that have won other categories, such as Safari Firearms, do make that effort, they have been awarded in a separate category to which they were more fitting.

## ContraCAM clothing - Lamellar



1

The ContraCAM ad is a good example of advertising a product developed for the Australian shooter and hunter. Indeed, it is "a camo pattern built for the hardcore Australian hunter". The bloke in the ad looks Australian, his hat looks Australian, the terrain looks like Australia; it's an ad that goes well in our *Australian Shooter* and *Australian Hunter* magazines.

## Hunting orientated

Hunting is a legitimate and important recreation. Hunters themselves make up a significant proportion of our readership, both for the *Australian Shooter* and *Australian Hunter* magazines. This is why it's so important for advertisers to tailor their ads to their intended audience, whether that includes small-game or big-game hunters, regular or seasonal hunters or those who like to splash out for an overseas safari.

## The Courtney Boot Company - Raytrade



1

We liked this ad for a number of reasons. It's strikingly visual and has a sense of humour, but still promotes its product. It also raised plenty of discussion on the status of big-game hunting, particularly elephants. To read more about this ad and big-game hunting, see this issue's column by SSAA National's Special Project Officer in Hunting Matthew Godson on page 10.

## Bulls, Boars N Barra Safaris



2

This was just a visually interesting ad that promoted exactly what it suggested - hunting bulls and boar and fishing for bloody big fish! It's the sort of ad you look at and wish you were there.

## Stocklist

Stocklist ads are always quickly searched for by our enthusiastic members, who want to read the specials of the month and find out who's got the best offers available.

## Frank O'Reillys Sports



1

This ad is colorful and includes sufficient imagery, yet is easy to read. We congratulate O'Reillys on a well laid out stocklist ad.

## Safari Firearms



2

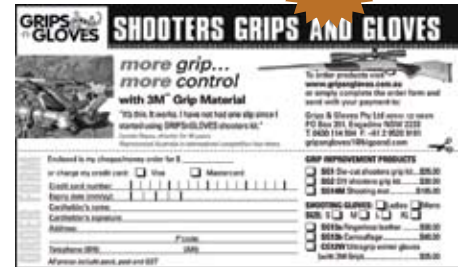
This stocklist is very colorful and instantly grabs the eye, but it is well laid out and has had plenty of forethought in its design. We always encourage retailers to publish their prices too, as

it just makes the ad more interesting and often, more effective.

## Coupon style

A coupon is not only an effective way to offer deals directly to customers, but can also be used by businesses to monitor what magazines and ads their customers are reading.

## Grips-n-Gloves



1

An oldie but a goodie, this ad is clean and crisp. It promotes competition shooting and is further expanded upon by the inclusion of its web address. The coupon is a good size, easy to follow and fill in and at the end of the day, it offers well-priced products.

## Weaver - Nioa



2

You don't normally see a coupon on the larger firearm and accessory wholesaler's ads, but special offers such as this one from Nioa always add more interest. Let's face it, the product featured here is a great-looking canvas bag and Weaver scopes are consistent performers and have an excellent reputation. The green and gold colors in the ad also tie in well with the Weaver logo.

**Female orientated**

It's been a good year for women in hunting and the shooting sports, with Colleen Turra featured in a hunting exposé on *60 Minutes* and she and her family appearing on the cover of the November *Australian Shooter*.

In regards to female-orientated advertising, an honorary mention should go to Beretta Australia for the continuation of their Beretta Girl Action Day, which introduces women to the shooting sports and which SSAA National and SSAA Victoria are glad to be sponsors of.

**Tamworth Firearms**



7 It's rare to see a firearms wholesaler or retailer make a special effort to appeal and obviously sell products solely to the female members of our Association, but it's terrific to

see in this ad from Tamworth Firearms. As we all know, women can be just as accurate and determined on the range line and effective in the field.

**Fausti - Parabellum Imports**



2 This is a stylish and attractive ad that also delves into the history of the Fausti company and family and breaks the stereotypes of the firearms industry being a male-only zone. As evident in

the ad, the Fausti company is now run by Cavalier Stefano Fausti's three daughters and we are sure their products will appeal to the style-conscious female shotguns out there.

**Youth orientated**

We know that juniors are the future of our sport and we need to appeal to them, not only in our magazines, but also in our ads. We look forward to seeing more youth-orientated advertising this year.

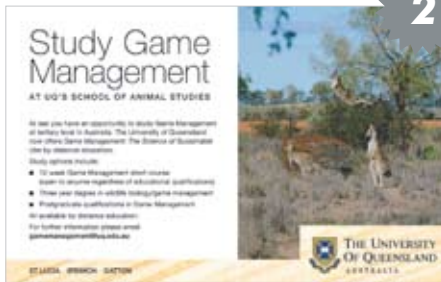
**Stoegar Airguns - Beretta Australia**



7 We couldn't help but think of SSAA National's Sign Up A Junior campaign when we saw this ad. The young lad featured is a great example of how we envisage our young shooters;

he looks calm, concentrated and safety-conscious with both eye and ear protection.

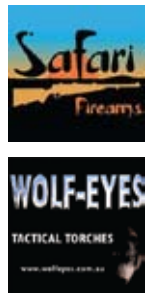
**Study Game Management - University of Queensland**



2

**Safari Firearms and Wolf Eyes**

This year, Safari Firearms and Wolf Eyes were awarded equal first place for their attention-grabbing imagery. Safari Firearms, in particular, mirrors its images and logos from their print ads in their web ads, helping to stamp and unite their brand and logo in the mind of the customer.



**Ad of the year**

**Marlin - Raytrade**

As we stated earlier, this ad has the lot and is a deserving winner of the inaugural SSAA Media & Publications Staff Choice Advertising Awards. It is rustic and attractive looking, clever, informative and just makes you want to rack the lever of this fine-looking firearm. Congratulations Raytrade and Marlin and keep up the good work!

