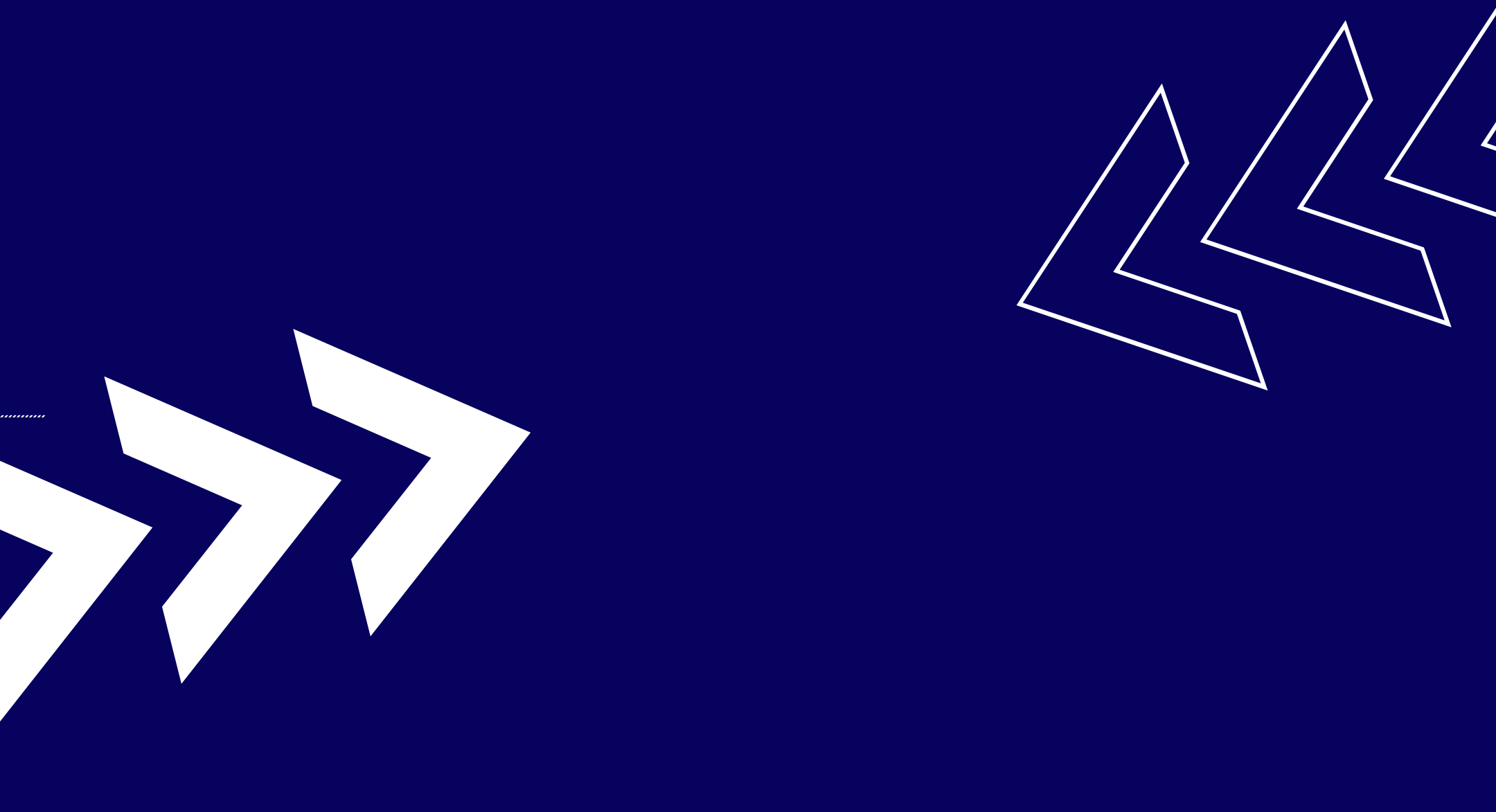




**AWARDS NIGHT
PROGRAM**



THANK YOU TO OUR SPONSORS

 D C C P

 **DISNEY** CONSUMER PRODUCTS

THANK YOU TO OUR SPONSORS



THANK YOU TO OUR SPONSORS



Asembl.

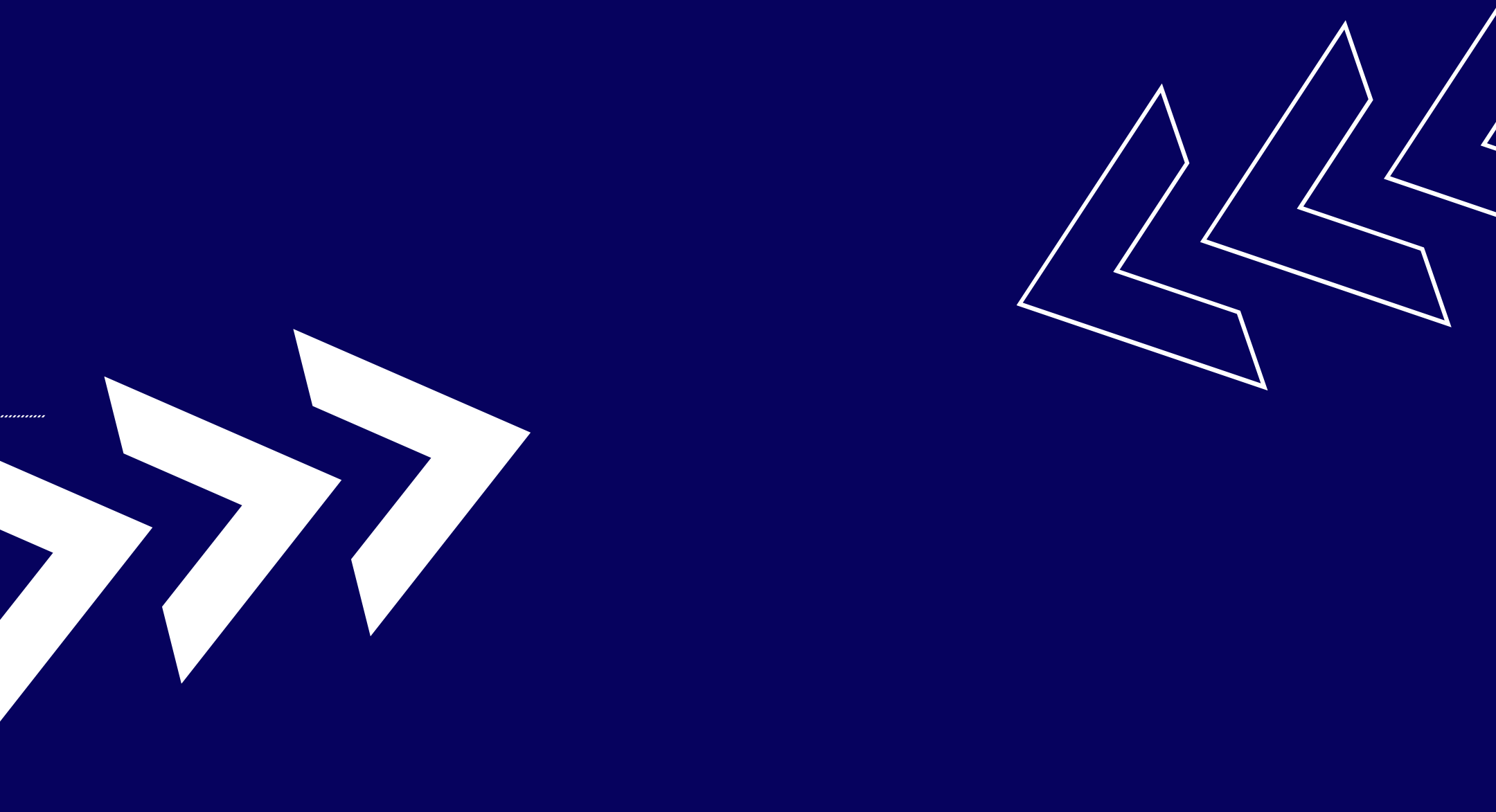
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CATEGORY

Apparel, Accessories &
Softlines



FINALIST

CATEGORY

Apparel, Accessories & Softlines

AFL HoMie Knits (AFL/Fanatics)



In partnership with Fanatics and Melbourne Fashion Festival, the AFL joined forces with social enterprise HoMie to create Reborn—upcycled fashion pieces made from obsolete AFL merchandise—and a bold new range of AFL knits. The collaboration combined creativity and purpose, with all proceeds supporting initiatives to end youth homelessness in Melbourne.

FINALIST

CATEGORY

Apparel, Accessories & Softlines

Wicked x Camilla (Universal/Camilla)



Camilla's Wicked collection, her largest collaboration yet, features 85 pieces inspired by the 2024 film. With exclusive access to Universal's archives, the team reimagined Oz through detailed prints and luxe designs. A star-studded premiere and social campaign amplified its launch, blending fashion and fantasy in a bold celebration of style. By December 2024, these sales increased to 1930+ units and \$1.23M+ in sales.

FINALIST

CATEGORY

Apparel, Accessories & Softlines

The White Lotus x Camilla Collection (Warner Bros Discovery/Camilla)



The White Lotus x CAMILLA transformed a TV phenomenon into a luxury fashion moment. Timed to the show's third season, the collection achieved rapid sell-through via Saks Fifth Avenue, global media coverage worth \$1.16M and millions of impressions. A masterclass in brand synergy, it fused art, couture and pop culture for worldwide cultural and commercial impact.

FINALIST

CATEGORY

Apparel, Accessories & Softlines

**The White Lotus x Camilla Collection
(Warner Bros Discovery/Camilla)**



FINALIST

CATEGORY

Apparel, Accessories & Softlines

Bluey Designworks Apparel (Designworks/BBC)

BIGW



Bluey



Designworks™

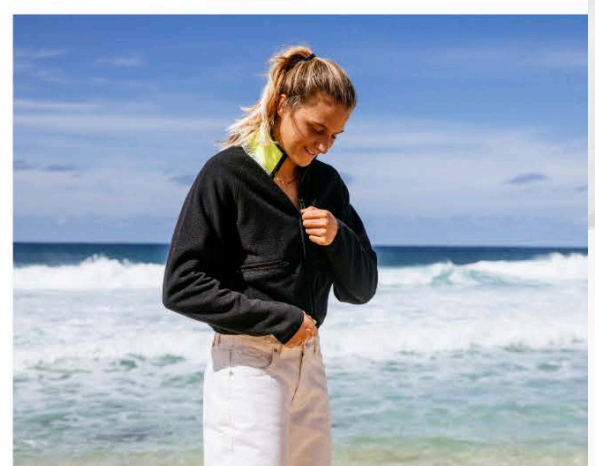
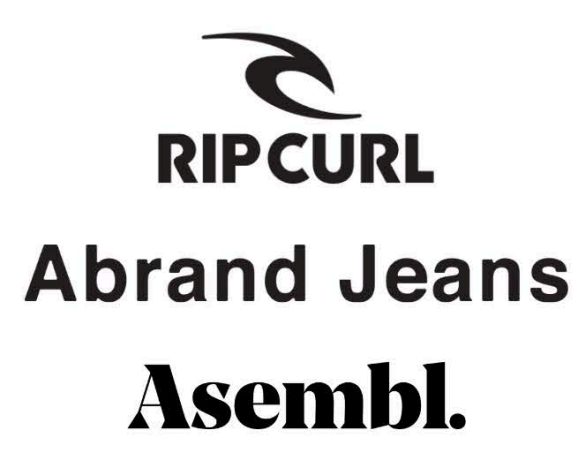
Designworks partnered with BBC & Big W to launch the Bluey Family Trip apparel collection—an exclusive, narrative-driven range celebrating family, travel, and imagination. With standout designs across multiple categories, engaging in-store experiences, and strong sales performance, the campaign elevated licensed apparel and deepened customer connection. A joyful collaboration that brought Bluey's world to life through fashion.

FINALIST

CATEGORY

Apparel, Accessories & Softlines

Rip Curl x Abrand
(RipCurl | ThreeByOne | Asembl)



The Abrand x Rip Curl collaboration fused '90s surf nostalgia with premium denim, energizing global retailers including Revolve, Urban Outfitters, Tilly's and The Iconic. Backed by a high-impact 360° campaign, the capsule collection drew media attention and retailer demand, cementing success across surf, fashion, and streetwear while strengthening brand heat, expanding distribution, and reinforcing relevance in key markets.

CRAZY SOCKS FINALIST

CATEGORY

Apparel, Accessories & Softlines

**Madmia Socks (Madmia/Disney/Mattel/
Sanrio/ Hasbro and more)**

CRAZY SOCKS

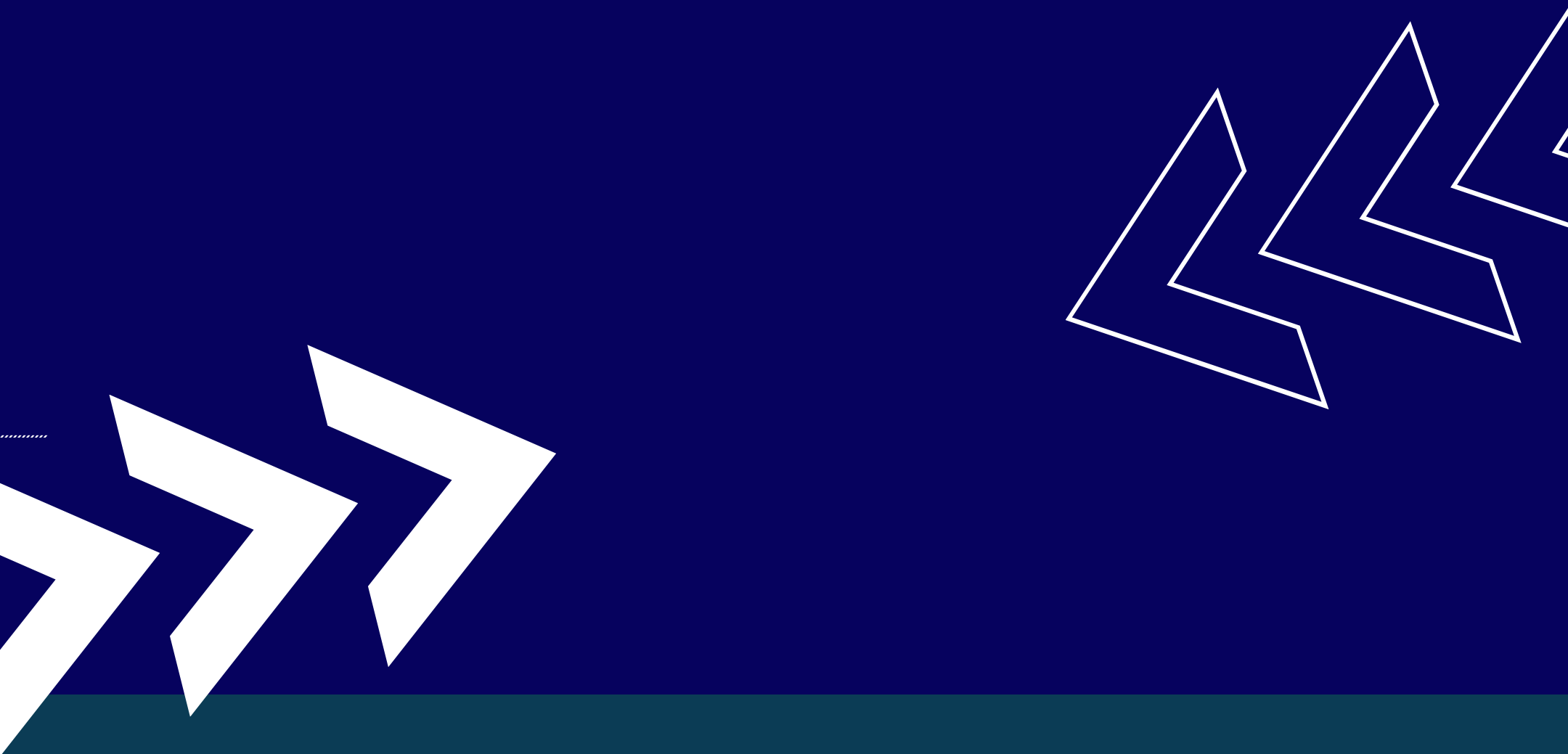


MADMIA is redefining socks as fun, collectible fashion. With bold, plush-accented designs and licensed collaborations, our creations are sold in over 50 countries and leading retailers. Supported by a passionate online fanbase across TikTok, Instagram, and Facebook, MADMIA is a lifestyle brand inspiring self-expression, play, and joy, making socks a global phenomenon. Global sock sales grew 167% on LY with over 1 million pairs sold in 2025.



CATEGORY

FMCG and Promotion



FINALIST

CATEGORY

FMCG and Promotion

RAM 2500 Yellowstone Edition (Paramount/Haven)



The Yellowstone x RAM Trucks Australia collaboration fused two powerhouse brands, launching a limited-edition RAM 2500 Yellowstone Edition valued at \$190,000 AUD. Combining RAM's rugged capability with the Dutton family's grit, the vehicle embodied the Yellowstone lifestyle. Strategically timed with Season 5, the promotion authentically integrated entertainment and automotive culture, creating a bold, exclusive, and culturally resonant campaign for Australian fans.

FINALIST

CATEGORY

FMCG and Promotion

PAW Patrol Breakfast Boxes (Paramount)



The PAW Patrol x Uber Eats breakfast box campaign was a standout success and a first-of-its-kind initiative in the children's entertainment and food delivery space. A highly impactful campaign that was designed to support Aussie families during the back-to-school rush by offering nutritious, fun and affordable breakfast bundles. The promotion effectively merged entertainment, nutrition, and convenience, setting a new benchmark for family-focused marketing.

FINALIST

CATEGORY

FMCG and Promotion

BATMAN x Uber **(Warner Bros. Discovery/Uber)**



To celebrate 85 years of BATMAN, fans were offered the ultimate joyride - free trips in the 1989 BAT-MOBILE via Uber. The bold activation lit up Australia's media, earning 412M+ impressions and 100% positive sentiment. With viral reactions, huge influencer engagement and streetside buzz, this cultural moment redefined experiential marketing and reaffirmed BATMAN's timeless relevance in Aussie pop culture.

FINALIST

CATEGORY

FMCG and Promotion

Hello Kitty 50th Anniversary x Gotcha Tea (Sanrio/Haven)



Gotcha Tea's Hello Kitty 50th Anniversary campaign combined exclusive bubble tea flavours and collectible merchandise—like jumbo tumblers and thermal bottles featuring rare Sanrio characters. A strategic mix of in-store displays, social media buzz, and influencer marketing drove a 20% sales uplift. The collection's retail success and cultural impact cemented Gotcha as a leader in branded beverage collaborations.

FINALIST

CATEGORY

FMCG and Promotion

Minecraft Cubeez™ (Microsoft: Mojang/Merchantwise)



The Minecraft Cubeez™ campaign, exclusive to Woolworths and BIG W, offered 40 recyclable cardboard collectibles free with eligible purchases, supported by licensed merchandise. Running across 1,200+ stores in Australia and New Zealand, the omnichannel marketing drove 96% redemption of 100M packs, 85% merchandise sell-through, and strong community engagement, blending digital inspiration with real-world creative play.

FINALIST

CATEGORY

FMCG and Promotion

The Collagen Co x Violet Crumble Glow Shake & Violet Crumble Collagen Dream (Robern Menz/Asembl)

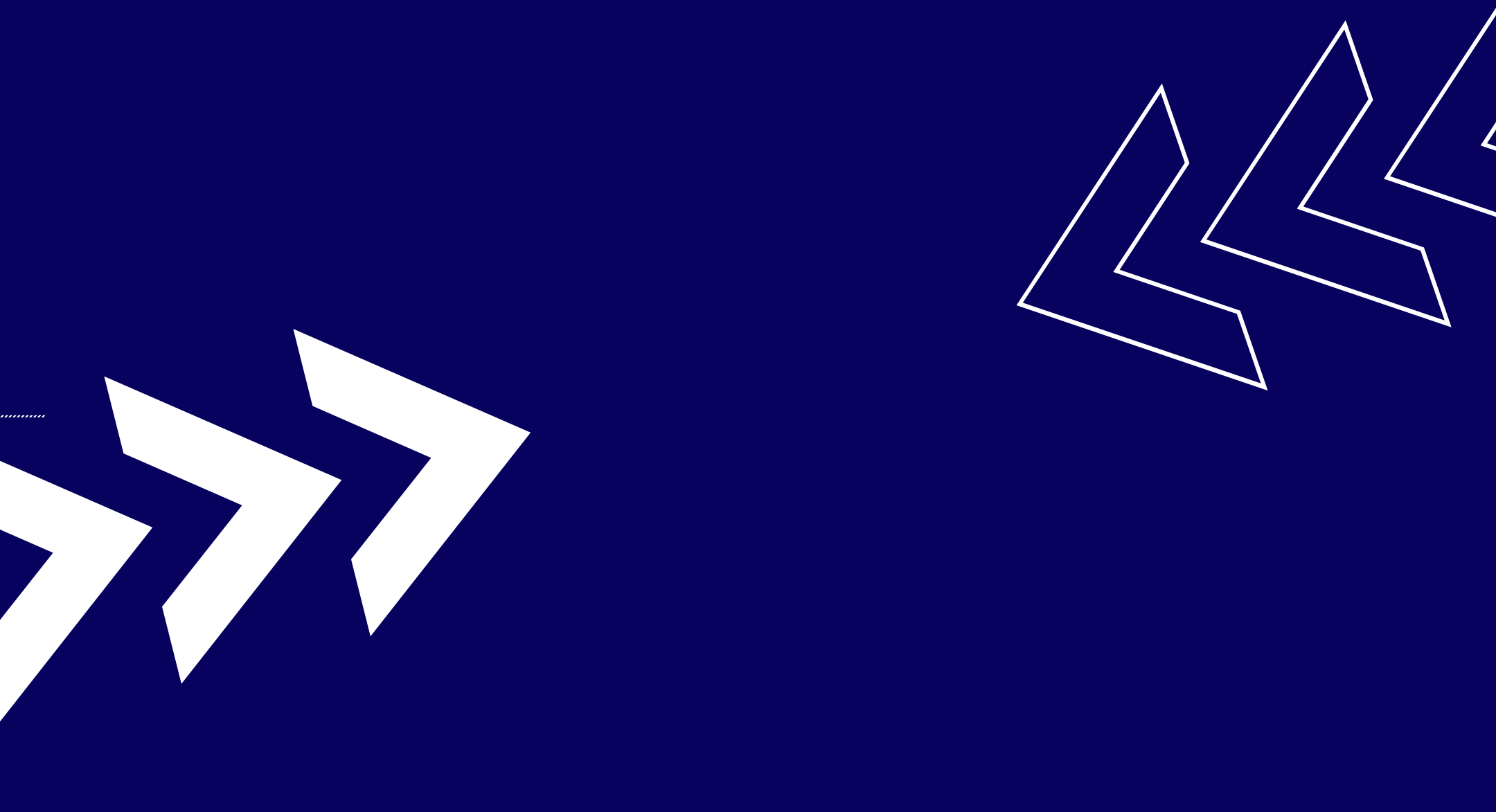


The Violet Crumble x The Collagen Co. licensed partnership unites nostalgic indulgence with modern wellness through the Glow Shake and Collagen Dream products. Supported by a campaign reaching 23+ million consumers, it achieved 4,000+ five-star reviews and marked Violet Crumble's debut in collagen and The Collagen Co.'s first-ever licensed partnership, redefining indulgence in the wellness space.



CATEGORY

Hardlines (inc. Publishing
and Paper Goods)



FINALIST

CATEGORY

Hardlines (inc. Publishing and Paper Goods)

Bluey 3-IN-1 Airplane Transforming Playset (BBC Studios/Moose Toys)



This item is an original item based on the hit TV show Bluey! Unlike a lot of the other items in the range, this item was not pulled directly from an episode but was lovingly created alongside LUDO to create a new, stand alone item. The transforming nature of it makes it extra special and unique. It sold almost 9K units last year across the 3 x major retailers Kmart, Big W & Target.

FINALIST

CATEGORY

Hardlines (inc. Publishing and Paper Goods)

Sponge Bob SquarePants 1oz Silver Proof Coloured Coin (Paramount/Haven)



To celebrate SpongeBob SquarePants' 25th Anniversary, The Perth Mint launched a globally successful collectible coin range, selling over 23,000 units and generating \$730,000 AUD in sales. The program won two international Mint Directors Conference awards and captured multigenerational appeal, with strong social buzz, fast sell-outs, and a dedicated collector base across 500 global retail locations.

FINALIST

CATEGORY

Hardlines (inc. Publishing and Paper Goods)

Thomas Kinkadee Disney Puzzles Jigsaw Puzzles (Disney/MJM) - (Steph Disney to accept)



Securing the Thomas Kinkadee Disney license is a major milestone for MJM after more than a decade of pursuit. Renowned for the world's best Disney art, Thomas Kinkadee puzzles have driven exceptional growth since their 2023 launch, with sales doubling annually. Ranged across Kmart, Target, QBD, and Coles, the 1000-piece collection showcases MJM's in-house artistry and manufacturing excellence.

Disney
**MICKEY
AND FRIENDS**

• PREMIUM QUALITY •

FINALIST

CATEGORY

Hardlines (inc. Publishing and Paper Goods)

Hello Kitty and Friends Toys and Plush (Sanrio/Haven/Headstart)



**HELLO KITTY®
AND FRIENDS**

Sanrio®

Headstart supercharged Sanrio's growth in the toy space, tripling its Hello Kitty and Friends range through innovative, collectible-led product development. Highlights include Australia's first Hello Kitty & Dear Daniel Valentine's Twin Pack and 1.3M plush units sold, driven by limited editions. Strategic retail partnerships, seasonal launches, and fan-fuelled social media buzz cemented its status as a top-performing, culturally resonant brand.

FINALIST

CATEGORY

Hardlines (inc. Publishing and Paper Goods)

Mattel Jurassic World: Rebirth Range (Universal/Mattel)



From the roar of the theatre to the playroom, Mattel was proud to bring the action and imagination of "Jurassic World: Rebirth" to life through play as the global toy licensee for Universal Products & Experiences. The range captured the franchise spirit with detail, dynamic design and interactive features, giving fans of all ages new ways to relive the adventure.

HALL OF FAME HONOREE

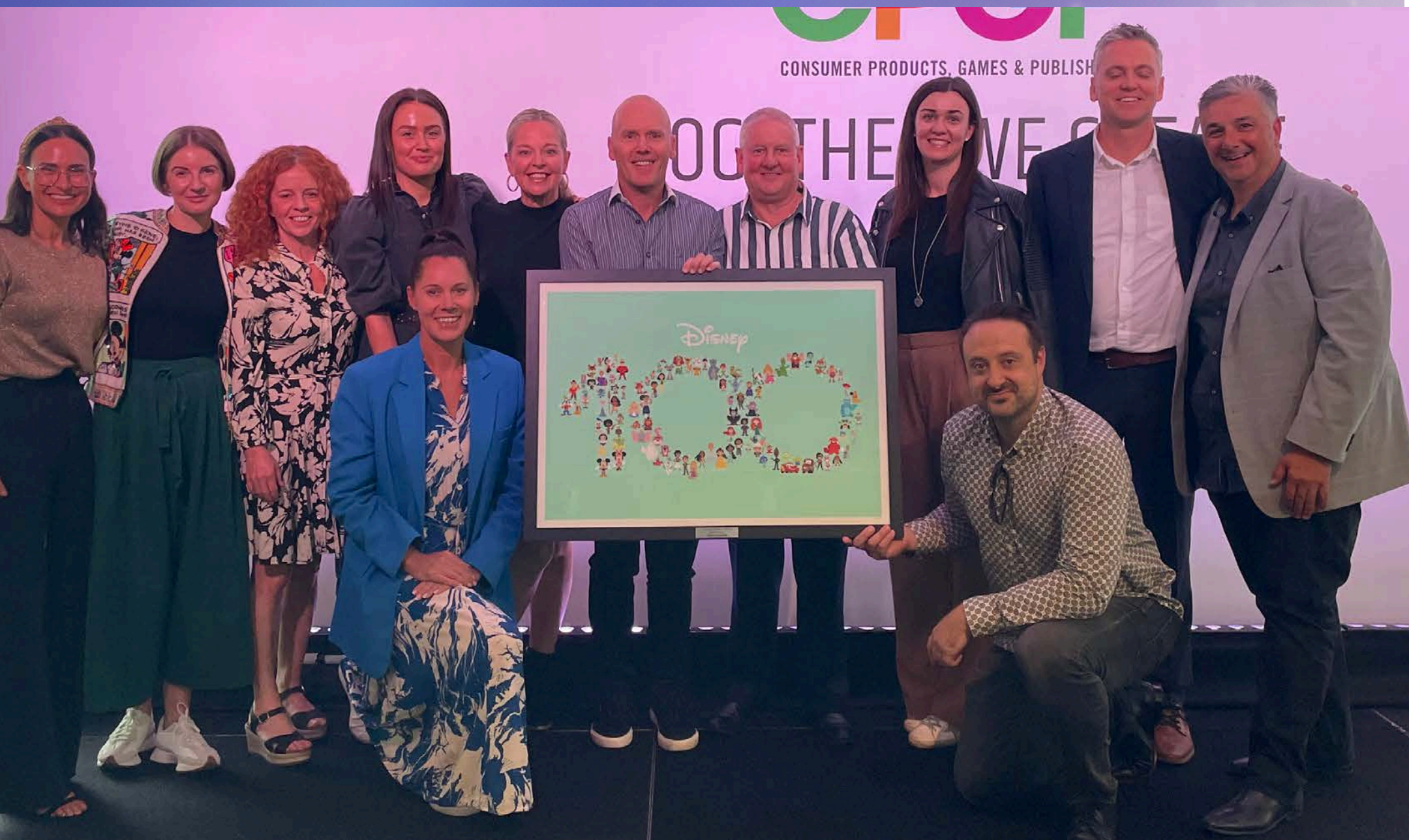


PAUL CANNON

HALL OF FAME HONOREE



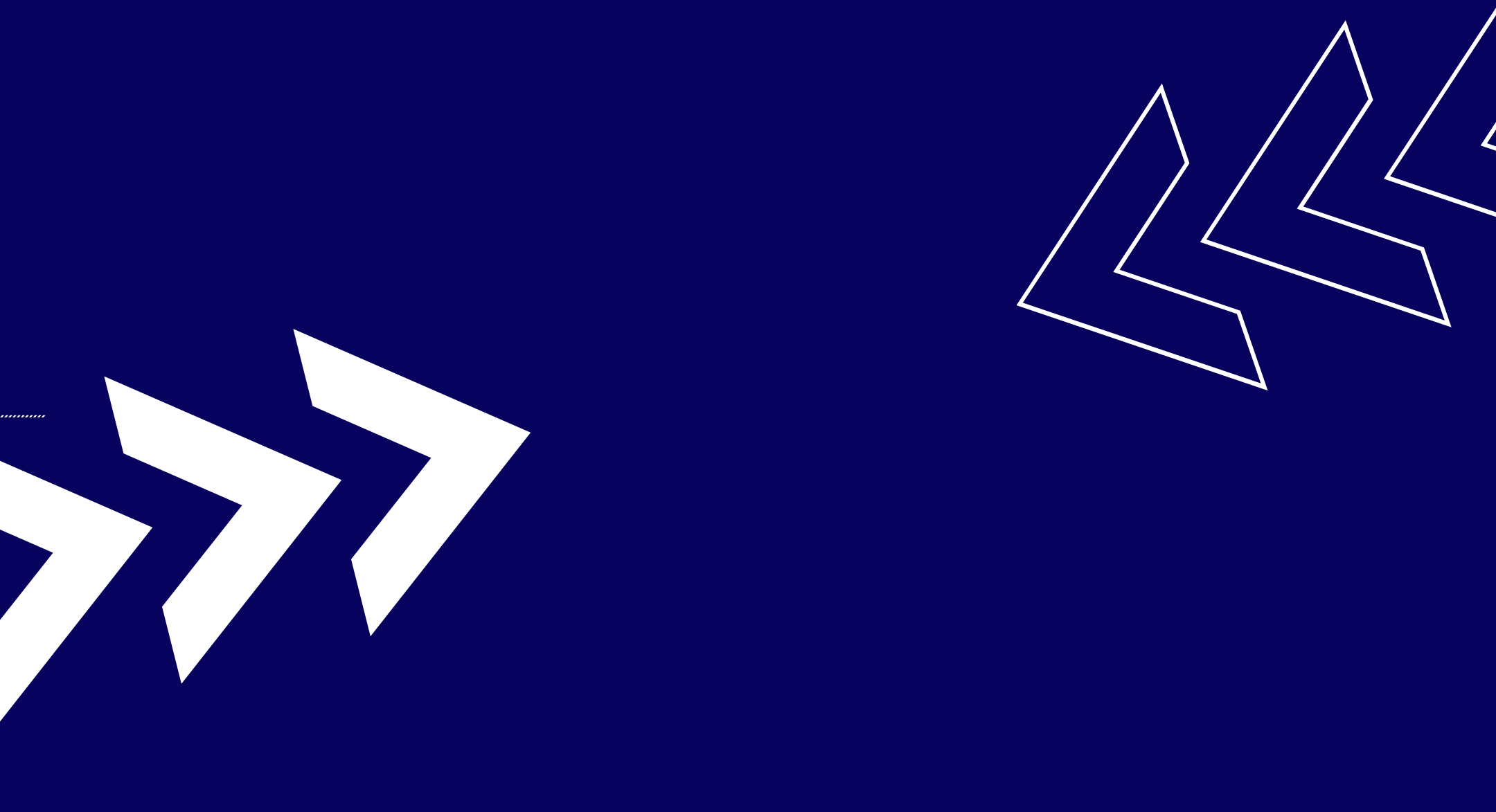
HALL OF FAME HONOREE





CATEGORY

Live Experiences & Events



FINALIST

CATEGORY

Live Experiences & Events

Harry Potter: A Forbidden Forest Experience (Warner Bros Discovery)



Harry Potter: A Forbidden Forest Experience welcomed Melbournians to a first-of-its-kind experience. With a huge waitlist prior to the event launching, widespread media coverage, and innovative partnerships, this unique Australian event proved the powerful impact of experiential, fan-first storytelling. This event attracted 168,000 attendees with fans enjoying the exclusive beverages and merchandise on offer. The merchandise in particular proved highly popular, generating over \$2.5M AUD in retail sales.

FINALIST

CATEGORY

Live Experiences & Events

LEGO Star Wars: The Exhibition (Disney/Lego)



This world-first experience, created by Ryan 'Brickman' McNaught and his team, is the largest collection of life-sized LEGO Star Wars models ever assembled. With over eight million LEGO bricks and 25,000+ hours of building, the exhibition showcases breathtaking builds of fan-favourite characters, vehicles and scenes, bringing the Star Wars galaxy to life. Commercialised with adjacent retail stores & Star Wars cafe. Over 100,000 attendees in just over 2 months AND Brickman's highest rated exhibition to date.

FINALIST

CATEGORY

Live Experiences & Events

Imagine the Magic with Westfield - Disney's Frozen Lightshow (Disney/Westfield)



Disney's Frozen Lightshow at Westfield Chermside featured the first-ever projection mapping on the Dome, creating an enchanting experience that evoked the charm and wonder of Disney's world-famous light displays. It was attended by over 13,000 families and fans of all ages, receiving overwhelmingly positive responses and setting a new benchmark for in-centre entertainment.

FINALIST

CATEGORY

Live Experiences & Events

TMNT 40th Anniversary Exhibition (Nickelodeon/Haven)



The Teenage Mutant Ninja Turtles: Heroes in a Half Shell Exhibition celebrated 40 years of TMNT with an immersive experience featuring five themed galleries, original artworks, vintage collectibles, and arcade games. Attracting over 15,000 visitors and generating \$250,000 AUD in retail sales, its popularity led to an extended run—showcasing innovation in fan engagement and merchandising.

FINALIST

CATEGORY

Live Experiences & Events

**Chadstone x Hello Kitty
(Sanrio/Haven)**



Chadstone's Hello Kitty 50th Anniversary celebration delivered an unforgettable, multi-sensory experience. From a giant Sofles mural and themed shuttle bus to a sold-out Kids Zone, pop-up café, and high tea, the activation drew over 60,000 visitors. Through creative storytelling, immersive experiences, and strong marketing, Vicinity brought Hello Kitty's charm to life—creating one of the centre's most successful events ever.

FINALIST

CATEGORY

Live Experiences & Events

Sesame Street x Bromley: In Your Neighbourhood (Sesame Workshop/Haven)

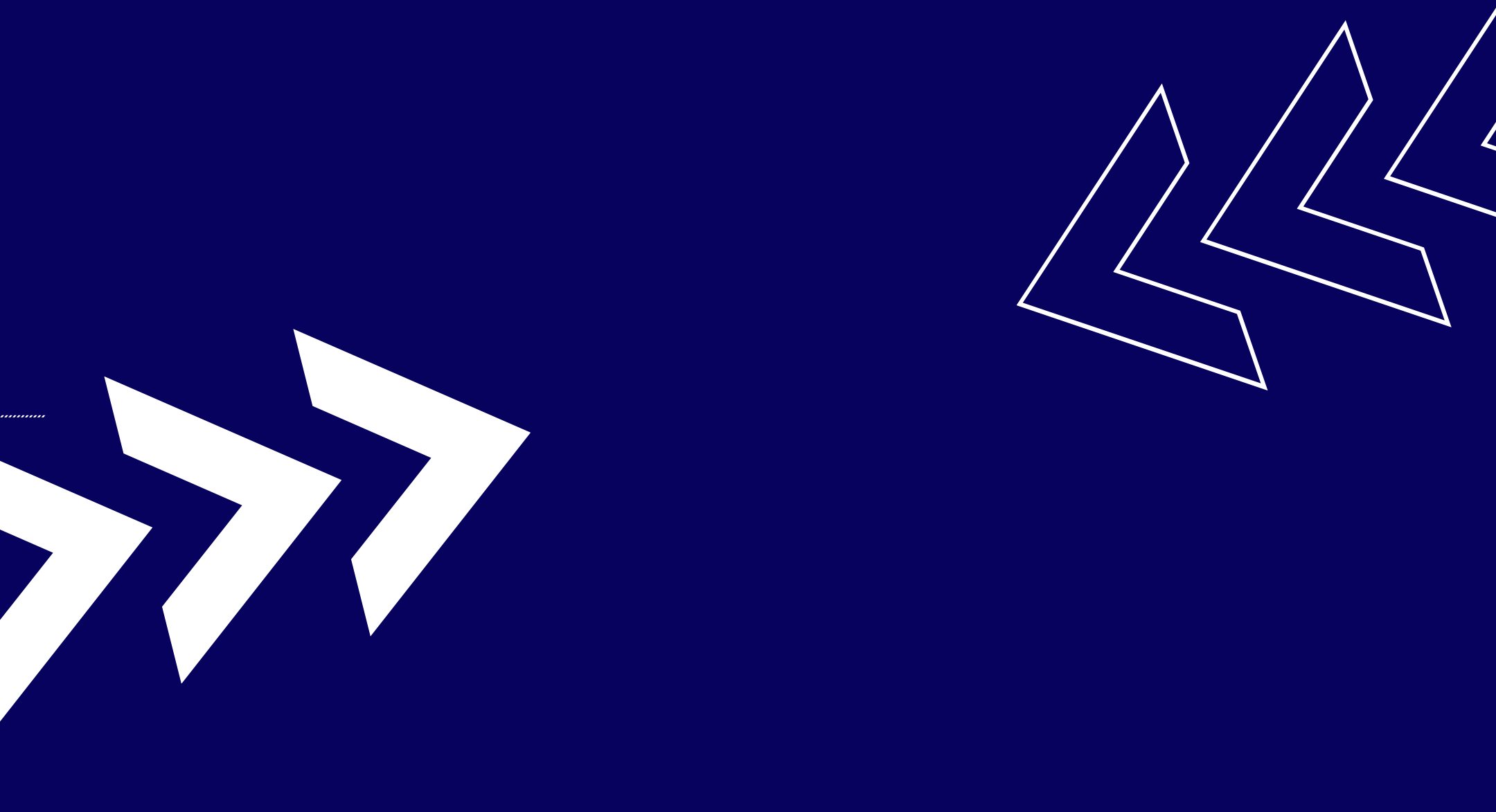


Sesame Street x Bromley: In Your Neighbourhood was a landmark cultural exhibition that reimaged iconic characters through David Bromley's unique artistic vision. With over 200 original works, it captivated audiences and media alike. The exhibition celebrated imagination, community, and storytelling —showcasing the power of art to connect generations and marking a bold new chapter in both Bromley's career and Sesame Street's legacy.



CATEGORY

Best Retail Marketing
Campaign for Licensed
Products



FINALIST

CATEGORY

Best Retail Marketing Campaign for
Licensed Products

**Dusk's Collection: Willy Wonka & The Chocolate
Factory x dusk Collection (Warner Bros Discovery)**



dusk's Willy Wonka & The Chocolate Factory collection reimagined a beloved classic through scent with 67 SKUs across home and body. Supported by a "Whiff & Wonder" pop-up and a campaign reaching 34M+, it drove major engagement, sold through in-store and online, and attracted a new audience to dusk. Delivering a magical, multi-sensory experience unlike anything before.

FINALIST

CATEGORY

Best Retail Marketing Campaign
for Licensed Products

**Bunnings: Bluey at the Hammerbarn Range
(BBC Studios/Caprice)**



HAMMERBARN

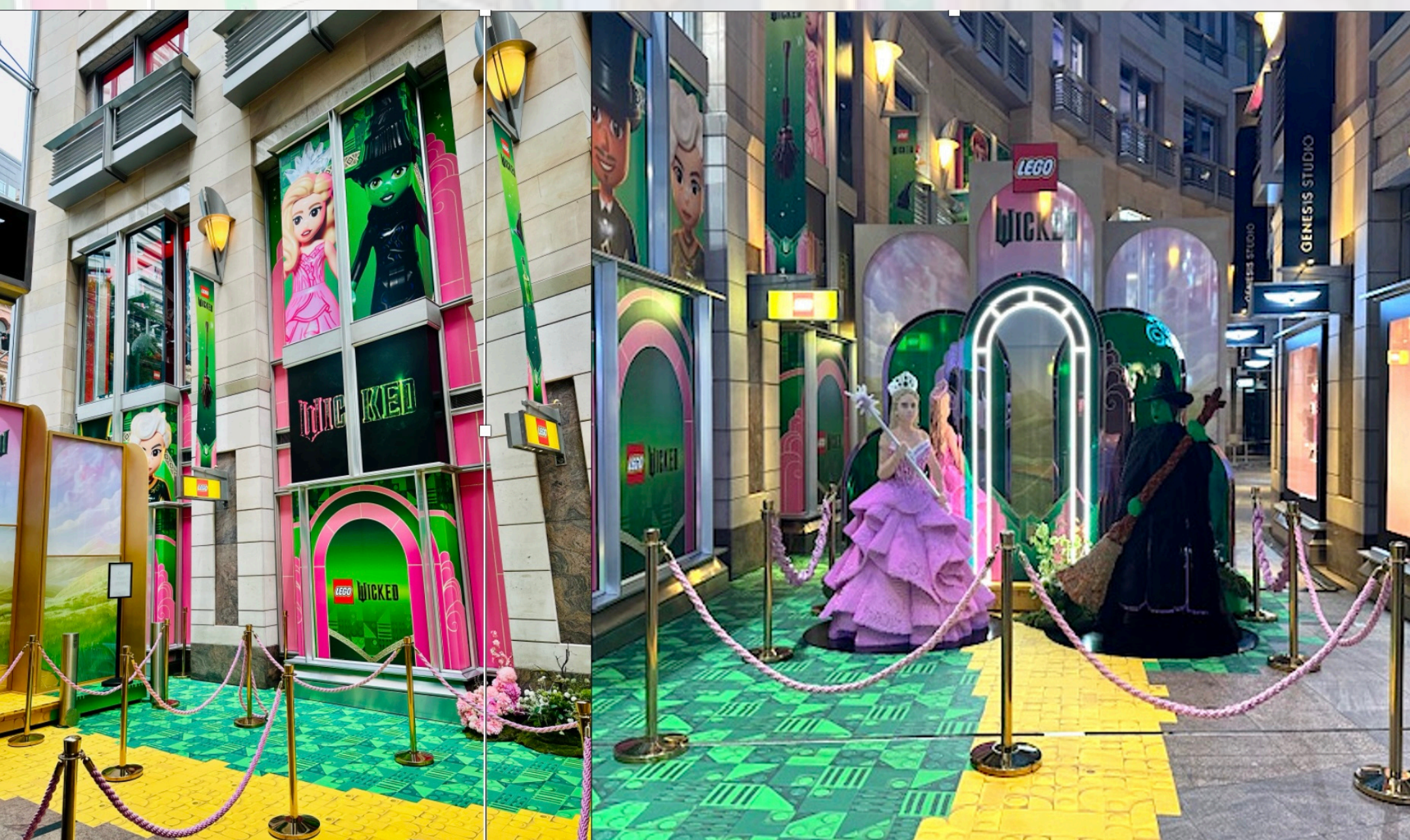
In February 2024, BBC Studios partnered with Bunnings Warehouse in a grand-scale 'Hammerbarn' collaboration, launching a range of exclusive Bluey 'Hammerbarn' branded merchandise, including the iconic Garden Gnomes, and rebranding the exterior of 7 Bunnings stores into the fictional hardware store 'Hammerbarn' from Bluey, a parody of Bunnings Warehouse. More than 110,000 children participated in 3,900 Bluey-themed DIY workshops. Engagement soared to 2.5M on Bluey Facebook, with a total of 1.1M engagements. All of this resulted in 1,845 pieces of coverage and \$12 million in earned media – reaching a total of 41.4 million kids, and adults.

FINALIST

CATEGORY

Best Retail Marketing Campaign for
Licensed Products

Wicked (Universal)



In 2024, WICKED's cinematic debut became Australia's second-biggest opening, earning \$45M at the box office and over \$4M in licensed product sales (Sep-Dec) forecasted at +50% in 2025. Through world-first partnerships with LEGO, Myer, Big W, Kmart, Target, and Camilla, Universal Products & Experiences turned Oz into an immersive, multi-channel phenomenon that captured hearts nationwide.

FINALIST

CATEGORY

Best Retail Marketing Campaign for
Licensed Products

**Coles & Pokemon: Builders loyalty campaign
(The Pokémon Company International/Haven)**



Pokémon Edition promotion from February 7 to March 26, 2024, offering shoppers a free cardboard Pokémon Builder for every \$30 spent in one transaction in-store or online. The set featured 35 collectible characters, plus a secret ultra-rare Mew & Mewtwo edition.

FINALIST

CATEGORY

Best Retail Marketing Campaign
for Licensed Products

**Peter Alexander's Collection: Sesame
Street Sports (Sesame Workshop/Haven)**



In 2024, Peter Alexander launched a 63-SKU Sesame Street collection across 92 stores, inspired by Olympic-themed Sports Nostalgia. Featuring retro designs and beloved Monsters, the playful range was brought to life through bold displays and cohesive digital storytelling. The collaboration reinforced the brand's creative leadership, driving strong engagement across in-store and online channels during this timely, culturally resonant campaign.

FINALIST

CATEGORY

Best Retail Marketing Campaign for
Licensed Products

A Minecraft Movie Cross-Category Products (Microsoft: Mojang/Merchantwise)



A cross-category, cross-retailer retail campaign that brought A Minecraft Movie to life through immersive shopper experiences, exclusive product drops and national promotional partnerships. With tailored executions across Woolworths, BIG W, Target, EB Games, Smiggle and The Warehouse in NZ, the campaign merged product and theatrical worlds to drive hype, sell-through and franchise love ahead of the film's premiere. In the first half of 2025, in the lead-up to the release of The Minecraft Movie, retail sales for Minecraft licensed products in Australia reached \$20 million AUD.

HALL OF FAME HONOREE



ALAN SCHAUDER

HALL OF FAME HONOREE



HALL OF FAME HONOREE



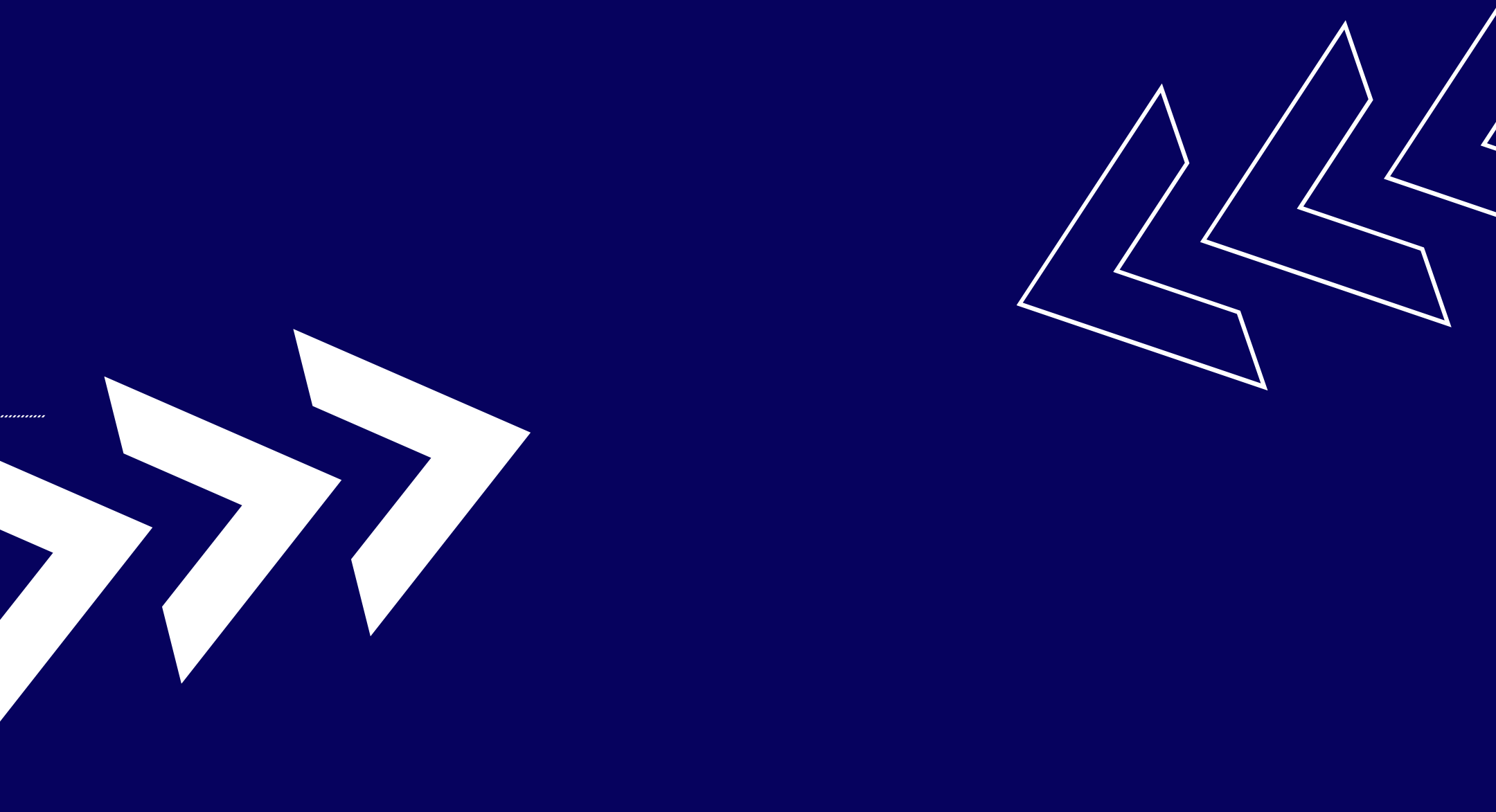
HALL OF FAME HONOREE





CATEGORY

Best Retailer for Licensed
Products



FINALIST

CATEGORY

Best Retailer for Licensed Products

**Coles & Pokemon: Builders loyalty campaign
(The Pokémon Company International/Haven)**



Peter Alexander has built one of the most consistent and creatively-led licensing programs in ANZ, delivering standout collections across Sonic, Minecraft, My Little Pony, Strawberry Shortcake, Transformers, Gruffalo and May Gibbs. With bespoke creative, full-store campaign support, and exceptional commercial results, Peter Alexander has proven that licensing can be both joyful and commercially disciplined -season after season.

FINALIST

CATEGORY

Best Retailer for Licensed Products

EB Games & Zing Pop Culture



EB Games & Zing Pop Culture brings licensing to life through innovative products across beloved franchises, in over 330 stores. Highlights include the sporty Pop Culture Fan Club Collection and the launch of EB World Plus, a paid loyalty program offering exclusive licensed gifts. These initiatives have driven strong customer engagement, retention, and sales, showcasing our passion for storytelling and exceptional product. 2024 Pop Culture Fan Club: Over \$2.9Mil AUD in Sales
2025 Winter Favourites: Over \$5.1Mil AUD in Sales

FINALIST

CATEGORY

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FINALIST

CATEGORY

Best Retailer for Licensed Products

Allkinds



Allkinds, a vibrant Australian self-care brand for kids and teens, partnered with Chupa Chups and Violet Crumble to bring nostalgic flavours to life through limited-edition personal care ranges, customised packaging and scents including lemonade, raspberry, cola, and choc honeycomb. Immersive activations, flavour-led displays, and event-style campaigns created a first-to-market retail experience that captivated and delighted a new generation of beauty consumers.

Allkinds as a creative, commercially successful retail innovator. The limited-edition ranges achieved A\$2.5M total retail sales

FINALIST

CATEGORY

Best Retailer for Licensed Products

Culture Kings



Culture Kings redefined licensed streetwear with blockbuster drops across DOOM, Halo, Call of Duty, World of Warcraft, Ghostbusters, and The Boys. From immersive flagship activations to collector's packaging and rapid sell-through, their campaigns turned pop culture into fashion experiences - proving that licensing, when done right, can live at the intersection of hype, creativity, and culture. For example, the Halo collection generated \$2.3 million in retail sales with over 40,000 units sold EB Games

FINALIST

CATEGORY

Best Retailer for Licensed Products

Smiggle

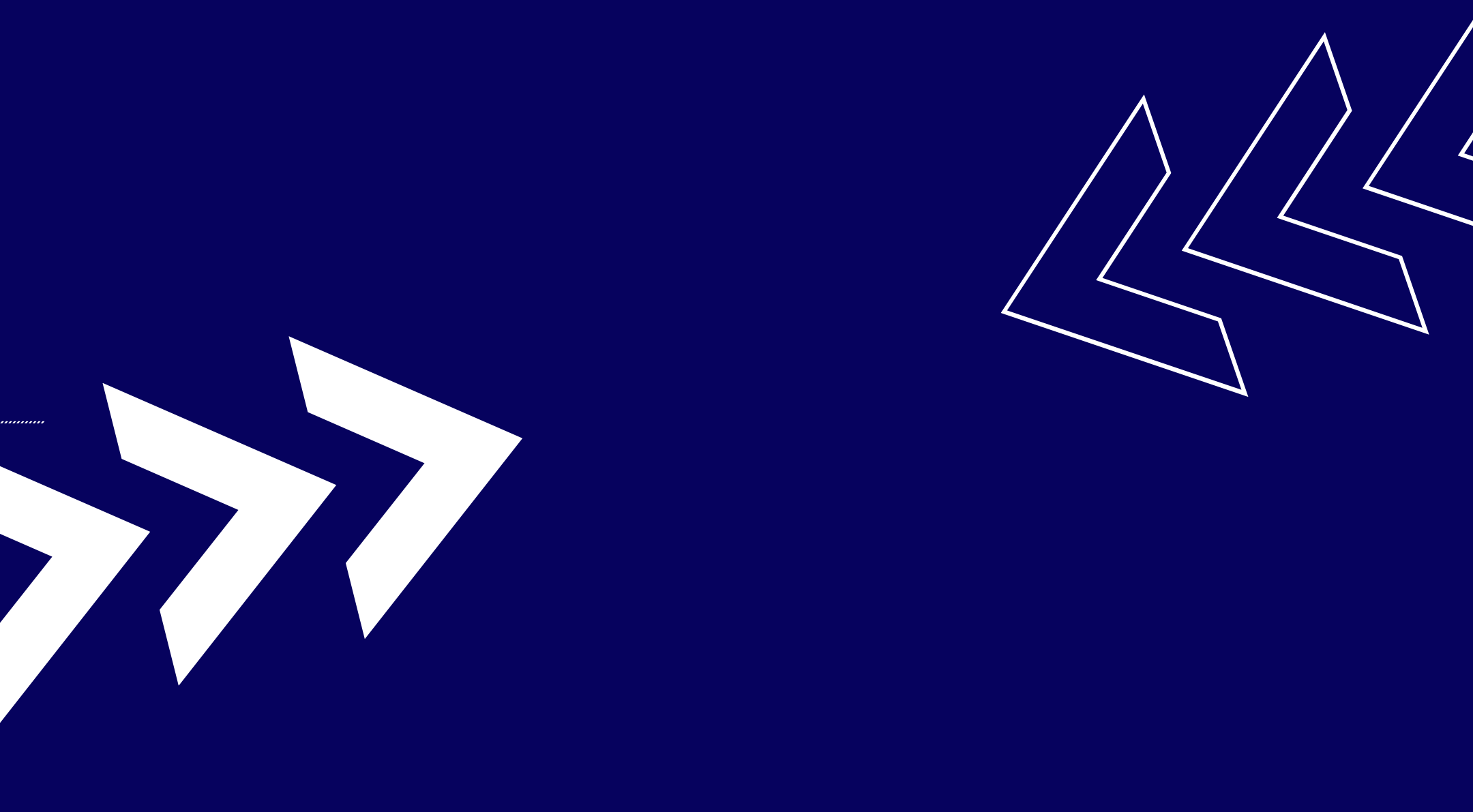


Smiggle delivered four globally-scaled, creatively-led licensed campaigns across Sonic, Peppa Pig, PJ Masks and Minecraft. With bespoke marketing assets, immersive in-store activations, and interactive customer experiences, Smiggle turned retail into a playground for fans. From gaming consoles to colouring comps, Smiggle redefined what licensed retail can be – bold, innovative, and irresistibly engaging. Properties launched in partnership with Merchantwise



CATEGORY

Best Teen and Adult Brand
of the Year



FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

Peanuts (Peanuts Worldwide/WP Brands)



The Peanuts brand continues to grow in Australia and New Zealand across all tiers of retail. The CP Licensing programme is truly diverse with ranges appealing to all ages from children and teens through to adults. This widespread appeal makes Peanuts an easy choice for retailers and licensees to support such a beloved nostalgic brand.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

Smiley (IMG)

THE SMILEY COMPANY

WE ARE ALL ORIGINAL



Peter Alexander



Culture Kings



General Pants



Aus Open



Modibodi



Budgy Smuggler

Smiley delivered a standout year in Australia through high-impact collaborations with Modibodi, Budgy Smuggler, Culture Kings, and more. The brand expanded across fashion, wellness, and sport, driving strong retail growth and deeper emotional connections with teens and adults. Smiley's message of positivity and creativity resonated across categories, making it a top contender for Best Brand of the Year.

Budgy Smuggler

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

DC (Warner Bros. Discovery)



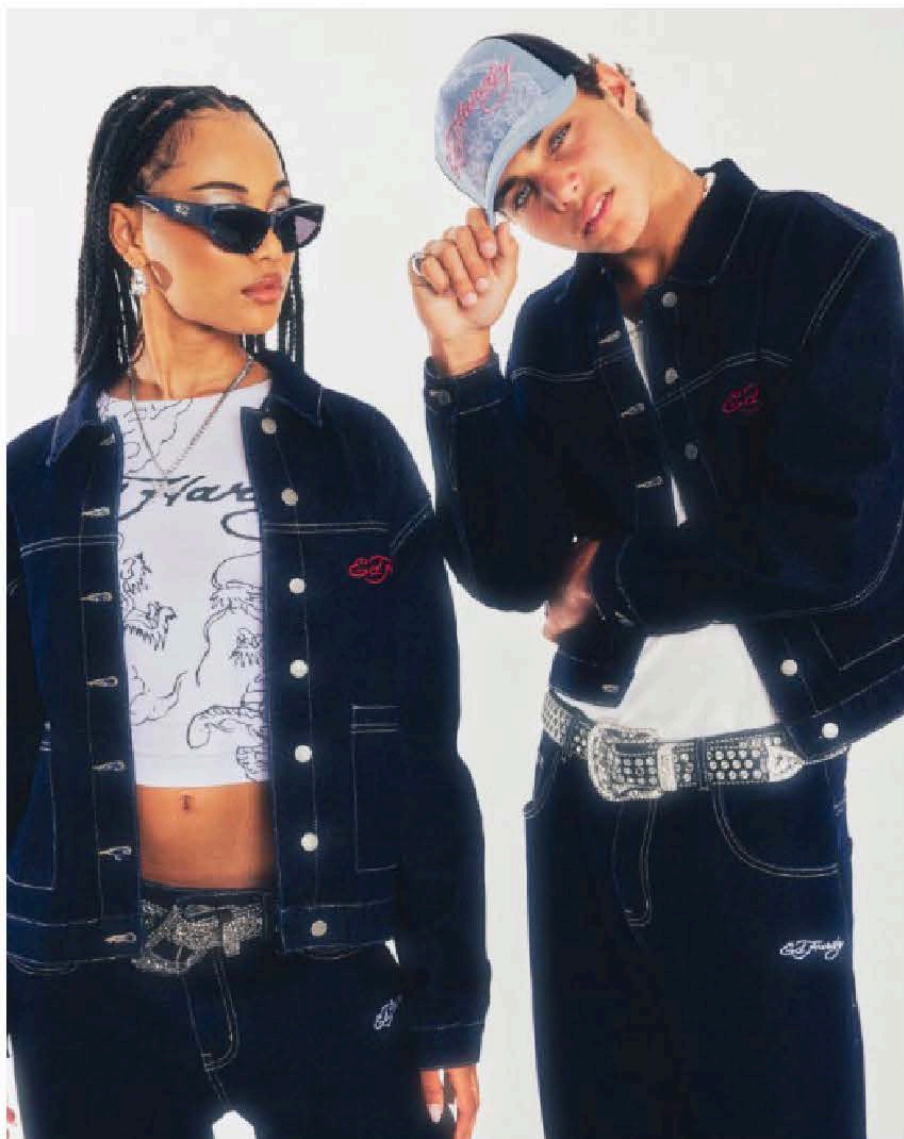
This year DC redefined heroism, captivating fans with Superman's heartfelt success and bold partnerships across food, fashion, and retail. With 180+ licensees, 20+ categories DC delivered blockbuster launches, cultural moments and record-breaking activations, this franchise truly cemented its position as a multi-generational powerhouse and the definitive brand for heroism, imagination and cultural relevance.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

Ed Hardy
(Iconix International/Designworks)



Ed Hardy
culture  kings



Ed Hardy's relaunch at Culture Kings fused iconic tattoo art with modern streetwear, driving strong sales, cultural relevance, and youth engagement. With exclusive drops, immersive retail, and viral social campaigns, the brand redefined heritage fashion for a new generation—making it one of Culture Kings' top performing collaborations of 2024/25.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

**Dungeons and Dragons
(Wizards of the Coast
/Hasbro/Merchantwise)**



In its 50th year, DUNGEONS & DRAGONS redefined licensed brand excellence - captivating teen and adult fans through blockbuster fashion, immersive theatrical experiences, and record-breaking retail programs. With bold collaborations and unstoppable momentum, D&D proved why it remains one of the world's most iconic and innovative lifestyle brand for adventurers of all ages.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

**Pokemon (The Pokemon Company
International/Haven)**



Pokémon has evolved into a vibrant teen and adult brand by expanding lifestyle products beyond kids' merchandise. Collaborations with retailers like EB Games, BlackMilk, and Culture Kings offer streetwear, collectibles, and tech accessories that resonate with older fans. This strategy deepens brand affinity, reflecting Pokémon's core DNA of adventure and imagination while capturing a mature, culturally engaged audience in Australia and New Zealand. Pokémon was the only toy brand to surpass \$1 billion in global sales for 2024, maintaining its position as the top global toy property for the fourth consecutive year.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

**Pokemon (The Pokemon Company
International/Haven)**



Rip Curl, the world's largest surf brand, partnered with Abrand for its first fashion collaboration. Fusing Rip Curl's iconic surf heritage with Abrand's modern denim, the collection draws on 90's surf nostalgia and "Hot Locals" designs. It introduces Rip Curl to US retailers like Urban Outfitters, connects with Gen Z. Backed by a high-impact 360° campaign, it achieved 93% sell-through and \$755K PR value, cementing its status as a standout success across surf, fashion, and streetwear audiences.

FINALIST

CATEGORY

Best Teen and Adult Brand of the Year

Hello Kitty (Sanrio/Haven)

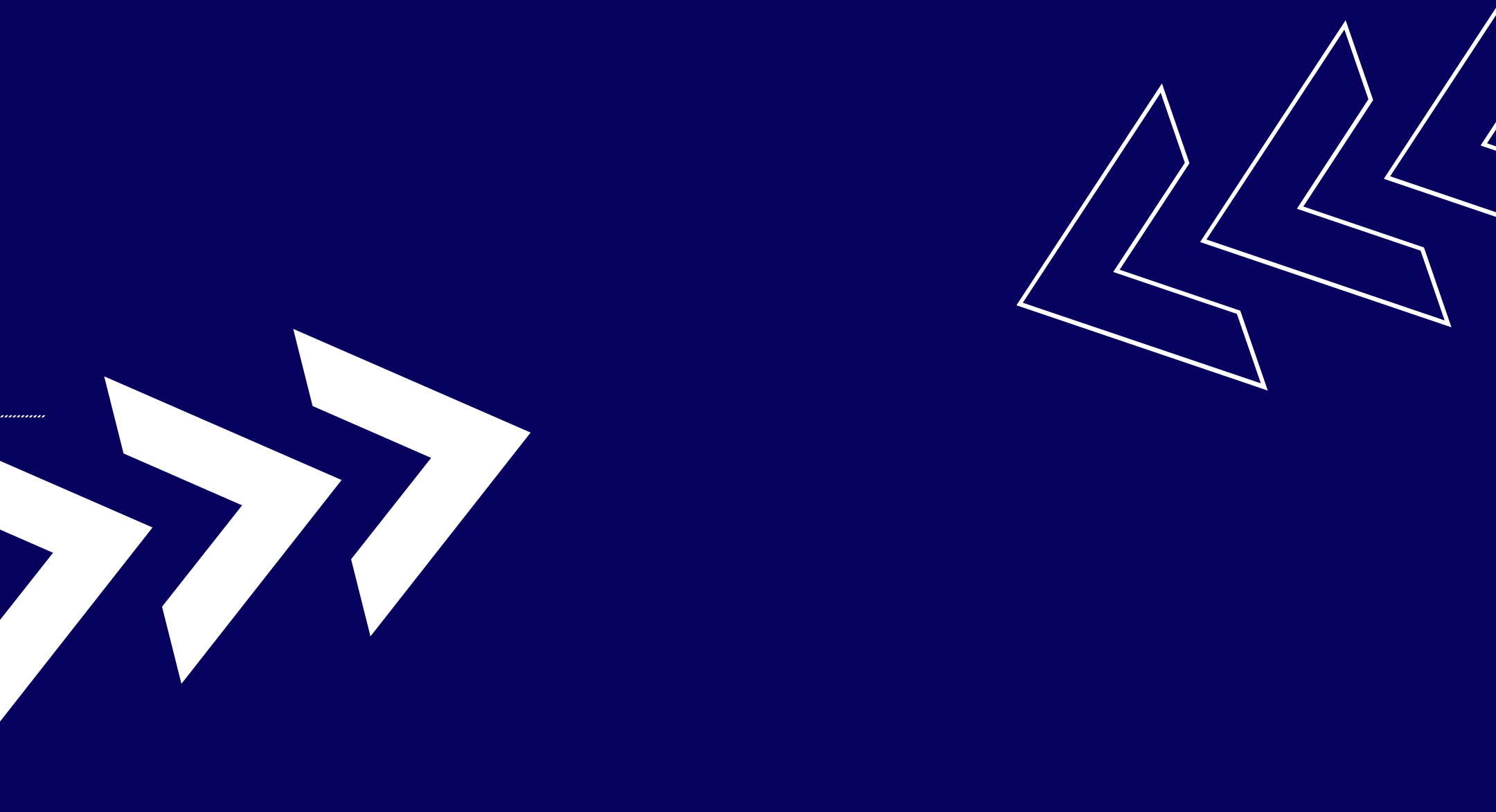


Hello Kitty has reinvented itself for a new generation, becoming a lifestyle icon for teens and adults across Australia and New Zealand. Through immersive activations, premium collaborations, and nostalgic appeal, the brand has tripled its business in 12 months. With over 60 licensees and strong retail partnerships, Hello Kitty continues to deliver cultural relevance, emotional impact, and exceptional growth in the past 12 months. Tripling its business and reaching \$10 million in retail value across Australia and New Zealand.



CATEGORY

Corporate, Food & Beverage
Brand of the Year

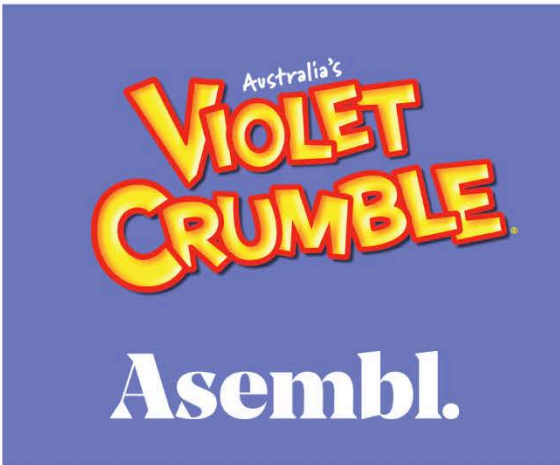
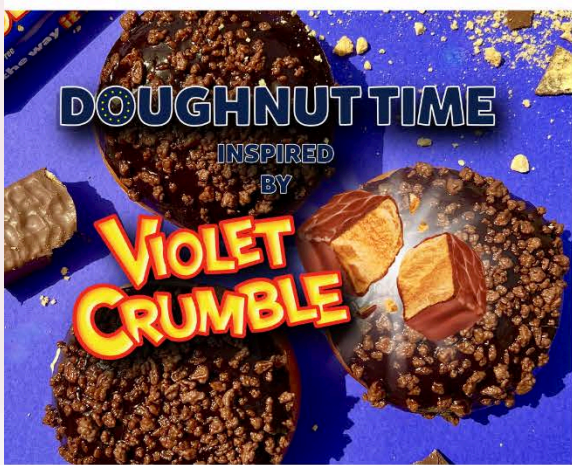


FINALIST

CATEGORY

Corporate, Food & Beverage Brand of the Year

Violet Crumble (Robern Menz)



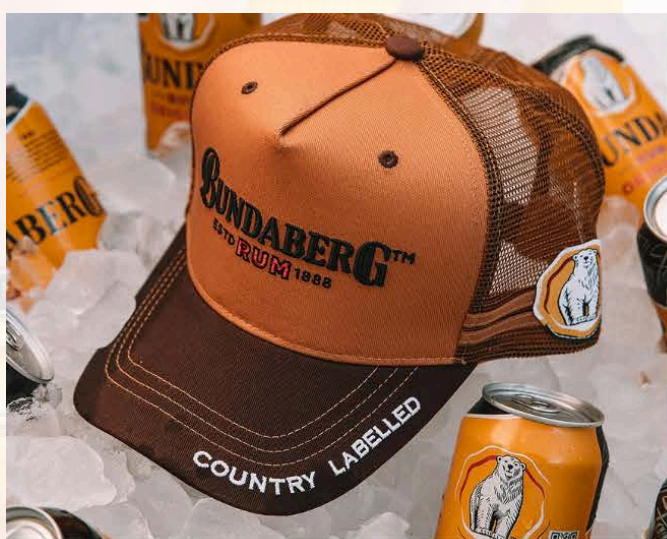
Violet Crumble achieved AUD\$60M in licensed retail sales. The brand's awareness grew by 7%, reaching an impressive 92% of the Australian market. For over 112 years, Violet Crumble has delighted Australians' hearts and taste buds with its iconic choc honeycomb flavour and its classic "It's the shatter that matters" crunch. Now in 2025, it remains as loved as ever, reaching new fans through nostalgic licensed extensions in ice cream, dairy, wellness and protein. Strengthening Violet Crumble's awareness, availability and its status as a cultural icon.

FINALIST

CATEGORY

Corporate, Food & Beverage Brand of the Year

Bundaberg Rum (Diageo)



Australia's #1 rum, Bundaberg Rum is an unmistakable spirit that brings mates together. Its distinct flavour pairs perfectly with food and fun, earning a loyal following. Close integration between the licensing and brand teams has driven seamless extensions into BBQ meats, sauces, and desserts, alongside fashion collaborations that embed the brand in culture, boosting relevance and love.

FINALIST

CATEGORY

Corporate, Food & Beverage Brand of the Year

Chups Chups (Perfetti Van Melle)

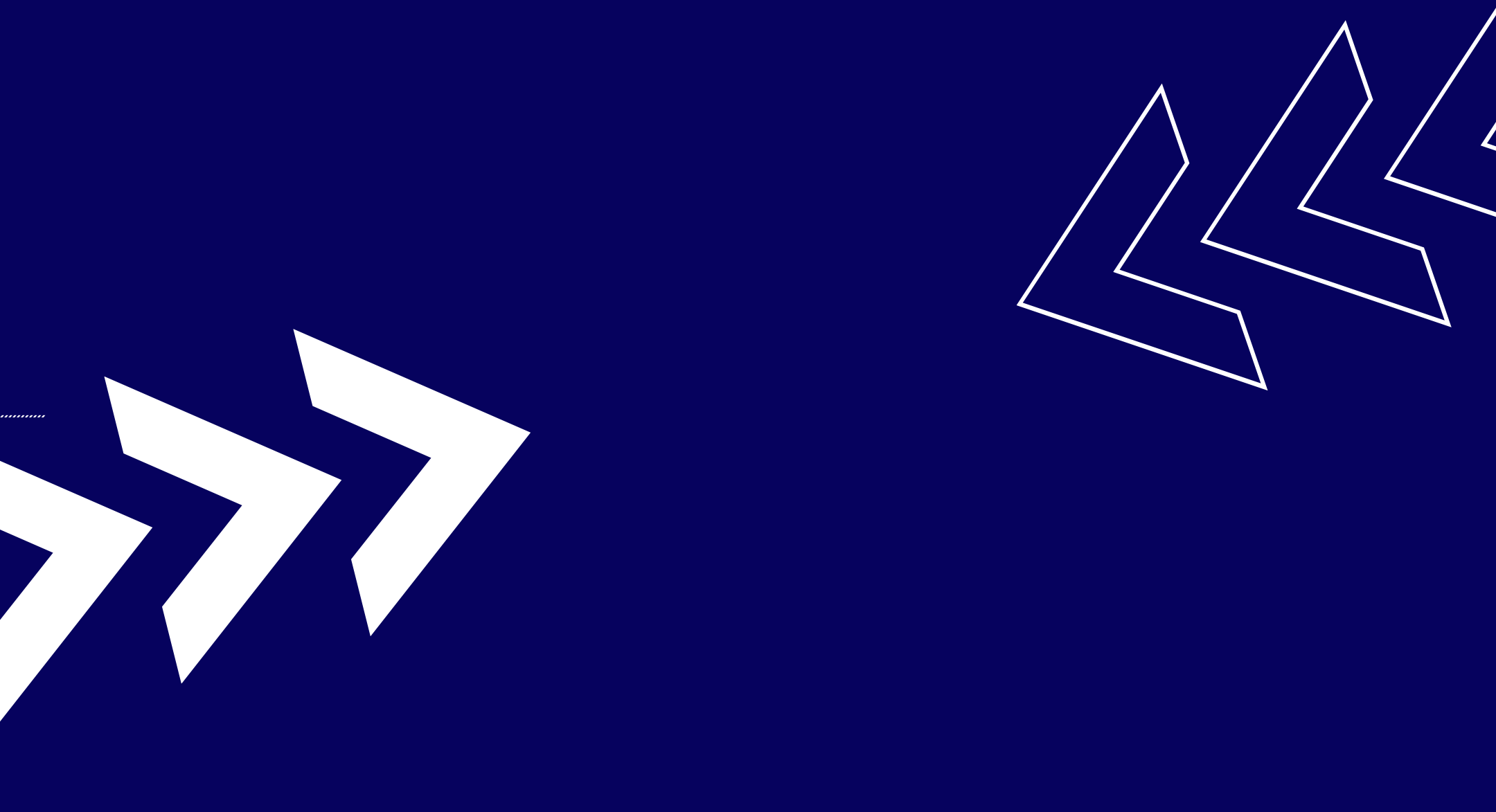


Chupa Chups, iconic flower logo was designed by Salvador Dalí and is the world's original and best lollipop. With its Forever Fun DNA, the brand has expanded beyond confectionery into personal care, fashion, beauty, FMCG, and stationery. Its playful, nostalgic appeal continues to drive global engagement, cultural relevance, and joyful innovation across categories.



CATEGORY

Sports, Fashion, Celebrity &
Lifestyle Brand of the Year



FINALIST

CATEGORY

Sports, Fashion, Celebrity &
Lifestyle Brand of the Year

UMBRO

(Iconix International/Designworks)

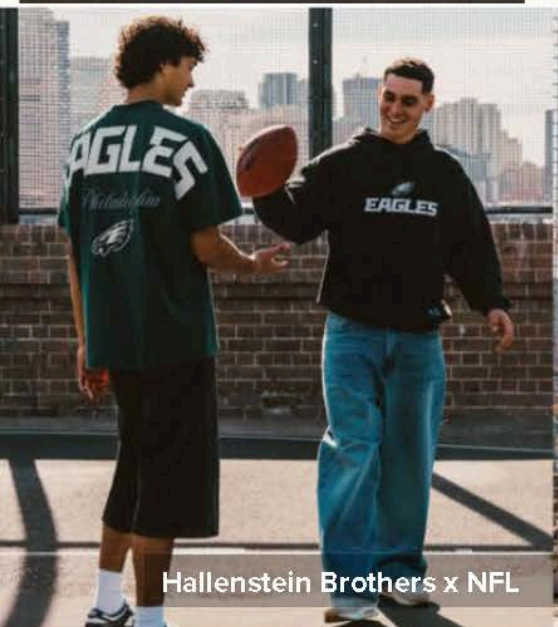
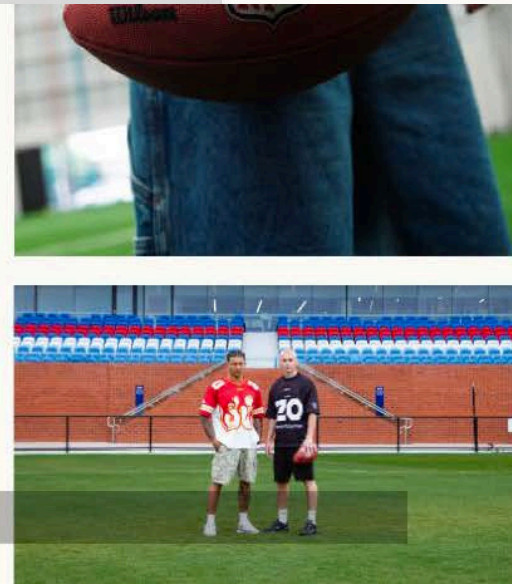
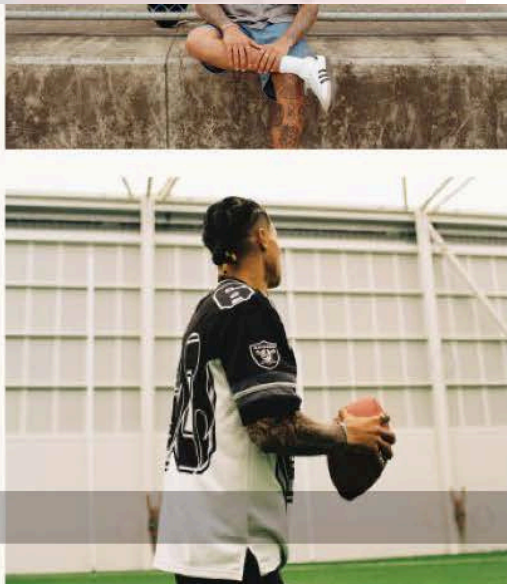
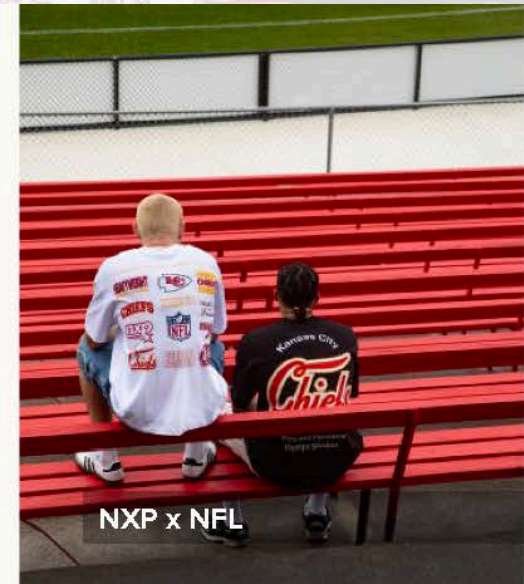


The relaunch of Umbro in Australia has been a hugely successful multi-tier, multi-channel, multi-segment approach from high end fashion collabs and DTC e-commerce to high street and mass market sports ranges; from sponsorship of international professional sports teams to over 200 grass roots clubs wearing Umbro team wear.

FINALIST

CATEGORY

Sports, Fashion, Celebrity &
Lifestyle Brand of the Year
NFL (IMG)



NFL made a powerful impact in Australia through fashion and lifestyle collaborations with Cotton On, Hallenstein Brothers, Nena and Pasadena, and Game On. Covering apparel and fragrance, these partnerships expanded the brand's reach and relevance, driving strong retail results and cultural resonance. NFL's fusion of sport and style positioned it as a leading lifestyle brand in 2024.

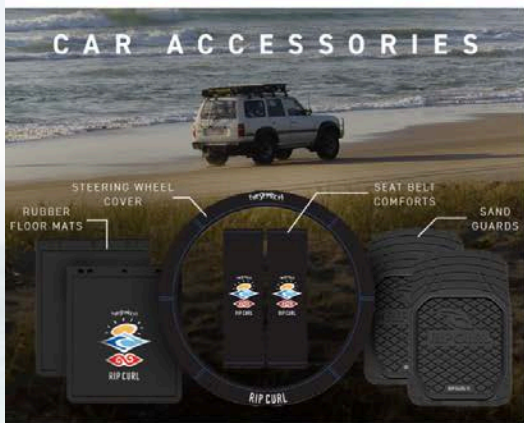
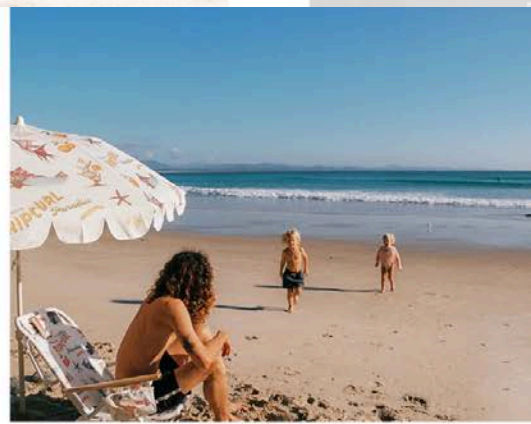
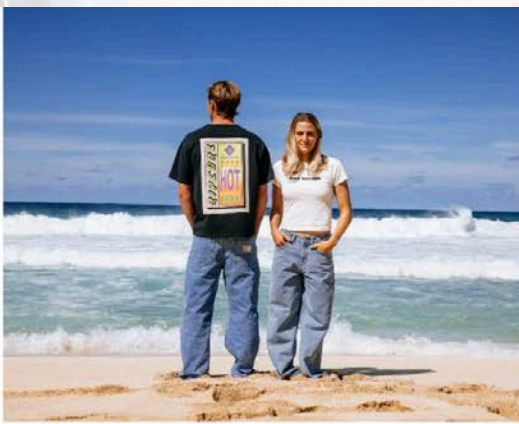
Hallenstein Brothers x NFL

FINALIST

CATEGORY

Sports, Fashion, Celebrity &
Lifestyle Brand of the Year

Rip Curl (KMD Brands/Asembl)



Rip Curl, one of the world's most recognised brands, has led surf and snow since the late 1960s, channelling The Search into modern lifestyle. Collaborations across streetwear denim, sustainable beach essentials, and automotive accessories secured retail placement and new channels, elevating presence. A global campaign with Abrand deepened engagement, broadened categories, and reinforced leadership as the Ultimate Surfing Company—setting a strong platform for sustained growth.

**Australian Olympic Committee
(Merchantwise)**



The AOC's Paris 2024 licensing program delivered record reach and results. With new retail partners including Kmart, BIG W and Fanatics, plus a Looney Tunes collaboration, the brand achieved \$4M in sales in eight weeks and 98% sell-through. A new style guide, strong licensee network and national PR campaign cemented its position as a standout Olympic program.

FINALIST

CATEGORY

Sports, Fashion, Celebrity &
Lifestyle Brand of the Year

Hello Kitty (Sanrio/Haven)



Hello Kitty has evolved into a powerhouse fashion, celebrity, and lifestyle brand, captivating audiences across generations. A \$10 million brand across all categories, with soaring demand, premium category expansion, and cultural relevance beyond nostalgia, she's become a global icon. From high-end nails to pop-up cafés, Hello Kitty continues to redefine what a brand can be — timeless, trendsetting, and undeniably in demand.



CATEGORY

Children's Brand of the Year



FINALIST

CATEGORY

Children's Brand of the Year

Hello Kitty (Sanrio/Haven)



Hello Kitty and Friends have become a \$10 million powerhouse in Australia and New Zealand, tripling business and expanding across 60+ categories. With strong retail presence, seasonal promotions, and over 1.3 million plush toys sold, the brand resonates deeply with preschool to early-teen audiences. Strategic partnerships and cultural relevance continue to drive remarkable growth and widespread consumer loyalty.

FINALIST

CATEGORY

Children's Brand of the Year

Harry Potter (Warner Bros Discovery)



Harry Potter continues to cast a powerful spell across ANZ, with 150+ licensees, 97% brand awareness and 22% YOY growth. From immersive experiences to retail sell-outs and blockbuster media moments, the franchise delivered magic at every touchpoint, proving its enduring cross-generational appeal and cultural impact remains unmatched for children and families alike.

FINALIST

CATEGORY

Children's Brand of the Year

Bluey (BBC Studios)



Now in the seventh year of broadcast and sixth year of consumer products, the beloved animated series, Bluey, continues to defy expectations and break records, cementing its place as one of Australia's most popular brands of all time. Bluey has transcended cultural boundaries, becoming a cross-generational phenomenon that unites devoted fans. The Bluey brand ranks first in awareness & purchase intent among Australian households with pre-schoolers.

4/1

FINALIST

CATEGORY

Children's Brand of the Year

Minecraft

(Microsoft : Mojang/Merchantwise)



The world's biggest video game became the world's biggest movie with A Minecraft Movie launch, seeing young fans storming cinemas shouting "Chicken Jockey" in what became a viral cultural moment. With retail sales of over AU\$110million in our market per annum and US\$55million at the box office for the Minecraft Movie. The year also saw major category expansion, from numerous food and beverage launches to the hit Minecraft Cubeez collectibles program, which drove nationwide success across Woolworths and Big W stores.

ONLY IN THEATERS

FINALIST

CATEGORY

Children's Brand of the Year

Peppa Pig (Hasbro)



Peppa Pig marked 20 years in 2024 and entered 2025 with its most impactful era yet — delighting children and families through unforgettable content, bold retail partnerships, and global storytelling moments. With record-breaking sales and social engagement, Peppa Pig continues to set the benchmark as a leading licensed brand for preschoolers worldwide. Mummy Pig pregnancy reveal: 13 billion media impressions, 679 global placements, 34M+ local impressions. Baby Evie's birth: 100 million local media impressions in a country of just 26M.

FINALIST

CATEGORY

Children's Brand of the Year

**Sonic the Hedgehog
(SEGA/Merchantwise)**

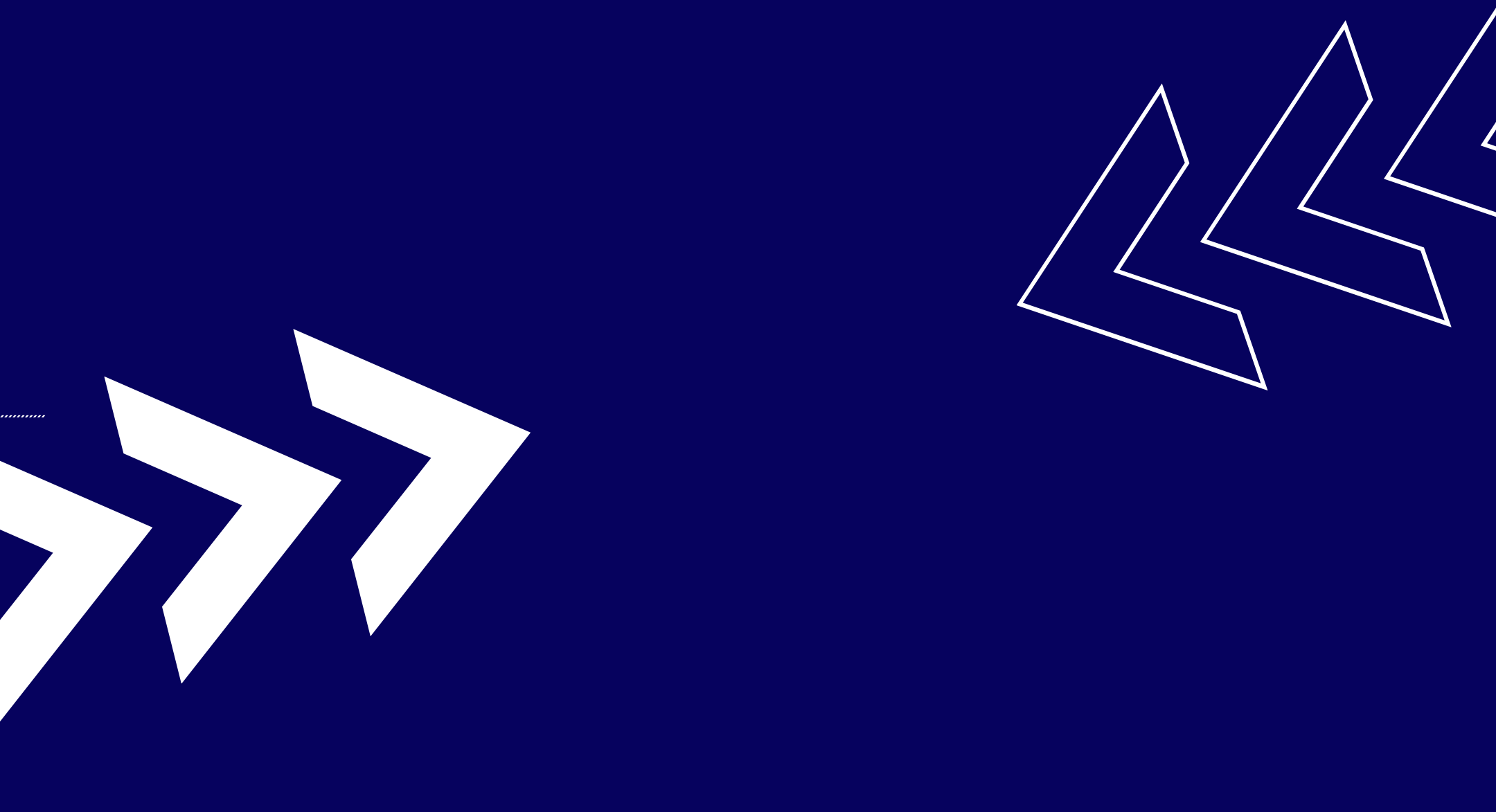


Sonic the Hedgehog continues to thrive in our market as a multi generational icon. Movie 3 smashed box office expectations after its Boxing Day release, boosting consumer products across apparel, accessories, toys, sleepwear and more throughout 2024. With over thirty licensees, and a slew of new products in development, there's no sign of slowing down for Sonic in our market!



CATEGORY

Rising Star



FINALIST

CATEGORY
Rising Star

Georgina Goodwin



*Georgina
Goodwin*

Georgina burst onto the Mattel Consumer Products scene in 2023 and hasn't looked back—now a Category Manager. She's driven 20% growth, reignited Barbie and Hot Wheels party at retail with Kmart and Big W, and led powerhouse halo programs with Smiggle, Adairs, and newbie to licensing The Somewhere Co. With unstoppable energy, sharp strategy, and cross-functional flair, Georgina is a game-changer who's reshaping the category and deserves to be celebrated.

FINALIST

CATEGORY
Rising Star

Georgina Goodwin



Will Marshall from Culture Kings is a standout talent who has been instrumental in shaping the licensing division for one of Australia's most exciting retailers. His innovative mindset, focus on building strong relationships, and commitment to putting the customer first have been key in Culture Kings' rise to licensing prominence.

FINALIST

CATEGORY
Rising Star



Sarah Watkins

Sarah's impact to Marketing function of Caprice has been instant and material. Her endeavors and efforts to build relationships have resulted in outstanding campaigns and driven significant uplifts in sales.



AWARDS NIGHT PROGRAM

