

MYER 2017 SUPPLIER OF THE YEAR AWARD WINNERS 4 YEARS RUNNING!

Melbourne. November 24, 2017. WPP AUNZ's creative production agency, Active Display Group (ACTIVE), has been awarded Supplier of the Year in the Best Marketing Supplier, Innovation category at the 2017 Myer Supplier of the Year Awards. This is the 4th year in a row ACTIVE has won the award.

The awards recognise suppliers who assist Myer in delivering a sharper and more focused customer offer that will bring the love of shopping to life. Criteria is based on a range of factors including financial performance, store support, delivery accuracy and timeliness, service quality and responsiveness to business needs.

The event, now in its 10th year, recognises brands, merchandisers, designers and other partners who demonstrate commitment and passion in delivering innovative retail experiences for Myer customers.

In winning this category ACTIVE was short-listed against other finalists drawn from Myer's extensive Marketing and Creative supplier base.

"Winning the award for the fourth consecutive year is testament to the relationships and collaborative work that our ACTIVE team have created together with the Myer VM Team, said ACTIVE's General Manager of Sales, James Ramsden. "The award is wonderful recognition to all involved. Our teams hard work has resulted in wonderful world class in-store activations that the entire team can be so proud of."

"This year has been one of our biggest and most memorable years in our partnership with Myer that spans across more than 15 years. We have completed some major roll outs, including Southland Cosmetic hall; New Season Autumn Winter store visual merchandising; Clearance Centre; and the 4th year of Giftorium Christmas personalisation pop-ups. We transformed the 6th floor of Myer Sydney city into Wonderland, and this Christmas we have built the highly immersive and experiential 'SANTALAND' store in stores for Melbourne, Sydney, Adelaide, Brisbane and Perth stores."

ACTIVE is part of WPP AUNZ, Australasia's leading marketing content and communications group.

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