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**Media release**

### **Paper Plus scoops multiple categories at Fly Buys Awards night**

The Paper Plus Group has once again demonstrated its class at the annual Fly Buys Marketing Awards held in Auckland last Thursday night. The group which includes Paper Plus, Take Note and Office Spot took out awards in six categories including the coveted supreme award.

It's the seventh time the awards have taken place and this year's were presented in style at a gala dinner at Hopetoun Alpha. Guests included Fly Buys partners and their respective marketing teams and agencies.

Paper Plus Group CEO Rob Smith, says that winning these awards has been a result of the hard work and commitment put in by the Paper Plus Group Marketing team and people across the business. "Every one of our staff members from support office to part-timers in our stores has contributed to our successes in one way or another," says Smith. "It's a great reflection of how well we're doing as a business."

The judges agreed unanimously that Paper Plus was the stand out participant at this year's awards. The group showed a body of work that was integrated, accountable and that leveraged every possible element of the programme. The judging panel were impressed by their ambition, and the standard of their entries. They also demonstrated a passion for excellence and a commitment to their business and their people.

A full list of the Fly Buys Awards won by Paper Plus are as follows:

- Winner of Supreme Award

- Customer Acquisition & Activation (Christmas Spend \$50, Get 50 Bonus Points promotion) – Gold Award
- Coalition Marketing (Back to School Rocks) – Gold Award
- Internal Communications and Staff Engagement (CrewCard campaign) – Gold Award
- Customer Retention & Behaviour Change (Concept 6 Store Brand Relaunch) - Silver Award
- Most Innovative Campaign (Christmas Spend \$50, get 50 Bonus Points) – Silver Award

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For more information:

Thor Bostelmann

Professional Public Relations

09 979 2033

021 1688 094

[thor.bostelmann@ppr.co.nz](mailto:thor.bostelmann@ppr.co.nz)