

## MEDIA RELEASE

### THE 'KIM K OF CAT CREATORS', PRINCESS HONEYBELLE NAMED MOST INFLUENTIAL CREATOR, AND 7-ELEVEN'S 'DARK CAFÉ' WINS MOST INFLUENTIAL CAMPAIGN AT 2024 AiMCO AWARDS

*Record attendance at annual awards event; more than 350 industry representatives gather to celebrate the best in influencer marketing*

**SYDNEY, February 28, 2024**

The Australian Influencer Marketing Council (AiMCO) has announced the winners of its 2024 AiMCO Awards, following a record turnout at last night's gala awards ceremony.

The winners were announced in front of an audience of more than 350 influencers, agency and brand representatives at a gala event at Sydney's NIDA Theatres, hosted by award-winning Australian content creators, We Got the Chocolates, and Taz and Alessia.

Beloved cat chef **Princess Honeybelle** (@princesshoneybelle) was named the **Most Influential Creator** of the year and also took out the best family/parenting/pet content creator category at the AiMCO Awards.

The Melbourne-based beloved cat, and her owner, Nicole Wade, have amassed more than 600,000 followers across Instagram and TikTok for their sweet cat content, which includes recipes and heartwarming costumes. Known as the 'Kim K of cat creators', Princess Honeybelle has partnered with brands, including Smart Box Litter.

**7-Eleven's Dark Cafe** campaign, delivered by Bastion Agency, was awarded the **Most Influential Campaign** and also took out the best food and beverage campaign category.

Both overall winners were selected from the category winners.

Wavemaker's **Mayank Parikh** was recognised as the **AiMCO Trailblazer of the Year**, while child development specialist, **Dr Kristyn Sommer**, took out the **Influence for Good** award.

The full list of winners are:

#### **Overall**

- **Most Influential Creator:** Princess Honeybelle.
- **Most Influential Campaign:** 7 Eleven's Dark Café, Bastion Agency for 7-Eleven

## **Brand**

- **Best fashion & style campaign:** Melbourne Fashion Festival 2024, Edelman Australia for PayPal
- **Best beauty & wellness campaign:** 1.2.3.4 GLOW – The Neutrogena Anthem, Publicis Groupe and One Green Bean for Neutrogena  
Lynx x Fisher, Hello Social for Lynx (highly commended)
- **Best family/parenting/pets campaign:** Always-On Multi-Tier Influencer Program, Social Soup for Royal Canin
- **Best food and beverage campaign:** 7-Eleven's Dark Café, Bastion Agency for 7-Eleven  
Chief Hydration Officer, Chisel/Gifted Group for Gatorade (highly commended)
- **Best home/lifestyle/travel/auto campaign:** CHAT NT, Edelman Australia for Tourism NT
- **Best business/finance/insurance/telco campaign:** Always-On, Social Soup for Optus Network
- **Best entertainment & gaming campaign:** Who Let the Deers Out?, Wavemaker and Amplify for Netflix
- **Best health/fitness/sport campaign:** Overnight Lab, Hello Social for U by Kotex
- **Best gifting campaign:** Gifting at Scale, Social Soup for ALDI
- **Influence for Good Campaign (sponsored by GroupM's Mindshare):** End the Trend, Publicis Groupe and HerdMSL for Cancer Council and The Department of Health  
My Kind of Independence, EssenceMediacom and GroupM Goat for Mable (highly commended)

## **Industry**

- **Best use of data:** Overnight Lab, Hello Social for U by Kotex
- **Best influencer marketing technology/service:** Fabulate
- **Most effective collaboration/partnership:** Fisher x Bob Marley, Hello Social and Wavemaker for Paramount Pictures  
Red Cross 2023 x Uber, Hello Social for Uber/Australian Red Cross (highly commended)
- **Most effective campaign for ROI:** Overnight Lab, Hello Social for U by Kotex
- **Best large agency/business (sponsored by Talentpay):** Hello Social
- **Best boutique agency/business:** CulturalPulse
- **AiMCO Trailblazer of the Year (sponsored by GroupM's EssenceMediacom):** Mayank Parikh, Wavemaker
- **Best talent management agency (sponsored by Fabulate):** Click Media  
JR Management (highly commended)

## **Creator**

- **Best food and beverage:** Lily Huynh, Mushroom Connect
- **Best beauty/fashion/style (sponsored by GroupM's Wavemaker):** Ginger & Carman, Mushroom Connect
- **Best comedy & entertainment (sponsored by Hello Social):** Kick it Forward, Neuralle

Rhylee Passfield, JR Management (highly commended)

- **Best home/lifestyle/travel/auto (sponsored by Amazon Influencer Program):**  
Luke Moore, Ivy Talent Co  
Adrian Widjy (highly commended)
- **Best family/parenting/pets:** Princess Honeybelle
- **Best health, fitness, sport:** Sinead Hegarty, Huume
- **Best gaming/streamer:** Jordan Barclay, Spawnpoint Media
- **Best business/finance/insurance/telco:** Taz and Alessia, BornBred Talent
- **Best podcast creator:** Beyond the Bump, Day Management
- **Best up & coming creator (sponsored by Hello Social):** Granny Flat, Mushroom Connect  
Emily Kristopher, JR Management (highly commended)
- **Influence for Good:** Dr Kristyn Sommer, Huume
- **Most influential:** Princess Honeybelle.

The annual awards recognise the brands, creators, agencies and businesses, helping to drive the nation's formidable influencer marketing industry. This year's awards focused on the theme of the **Creator Influence**, acknowledging the power of creator campaigns in the broader marketing ecosystem. A total of 127 finalists were selected for this year's awards, from a record number of entries.

AiMCO Managing Director, **Patrick Whitnall**, said: "This year's winners represent the best of the best in the Australian influencer marketing landscape. Our judges had an incredibly tough job selecting winners from a record number of outstanding entries. Every year, the calibre of nominations for our annual awards just gets better and better – it reflects the momentum across the industry and the groundbreaking work our creator community is producing.

"Congratulations to all our winners - it was wonderful to celebrate our industry in front of a record-breaking crowd; it just shows the strength of the sector across creators, agencies and brands."

The 2024 AiMCO Awards Premier Partners were **GroupM** and **Hello Social**. Major sponsors included the **Amazon Influencer Program**, influencer marketing technology service, **Fabulate**, and management service **Talentpay**. **Born Bred Talent** and **Rimmel** were contributing partners, along with gifting sponsors **Consumer Healthcare Products (CHP) Australia**, **Colgate**, **MadeMart Co.**, **PapaFlock** and **Sticki**.

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### **About AiMCO**

The Australian Influencer Marketing Council (AiMCO) is the foremost Australian industry body that brings together the expertise of a diverse alliance of industry professionals, marketers and content creators, committed to elevating influencer marketing best practice, campaign measurement and industry knowledge.

[www.aimco.org.au](http://www.aimco.org.au)