**COMEDY DUO THE MACFARLANE BROTHERS & L’OREAL GROUPE’S ‘THROUGH HER EYES’ CAMPAIGN RECOGNISED AS MOST INFLUENTIAL AT 2023 AiMCO AWARDS**

***Annual awards’ night recognises best and brightest in nation’s dynamic influencer marketing industry***

**SYDNEY, March 1, 2024**

The Australian Influencer Marketing Council (AiMCO) has today revealed the winners of the 2023 AiMCO Awards, with platinum sponsor TikTok for Business.

The winners were announced last night at the annual awards’ ceremony, which was held at Sydney’s Doltone House, and hosted by leading Australian creators Alright Hey and Starr McGowan.

Comedy duo Lachlan and Austin Macfarlane, aka The Macfarlane Brothers, were recognised as the **most influential creators**, and also took out the best comedy and entertainment creator for the year.

The Brisbane brothers have redefined influencer marketing through their ground-breaking VFX content creation, earning a coveted spot in the TikTok x Cannes Young Lions competition in 2022.

Maybelline New York x HERO: *Through Their Eyes* campaign, by the L’Oreal Groupe, was awarded the **most influential brand/industry** nod and also took out best entertainment/gaming campaign.

The campaign aimed to showcase the gaming experience through womens’ eyes, in a bid to address online abuse faced by many female gamers. Two prominent Aussie male gamers disguised their identities, using voice modification software and fake female profiles, in an online shooter game. The resulting film, broadcast on Twitch, urged male players to combat abuse and directed affected gamers to mental health NGO ReachOut. The campaign gained global recognition, notching up 449.9M impressions, earned media reach of 276.5M, and a cumulative reach of 65.2M gamers.

Social Soup’s Emma Woods was also recognised as the **AiMCO trailblazer of the year**. The Senior Account Manager has been at the forefront of positive influence, championing social media marketing best practices, and transforming one-off campaigns into year-long programs, using audience insights.

The full list of winners are:

**Brand**

* **Best beauty/wellness campaign:** Milky Foot Spring, Sling & Stone
* **Best health/fitness/sport campaign**: U by Kotex x Sez, Hello Social
* **Best family/parenting/pets campaign:** The Athlete’s Foot x Roblox: FITOPIA, LeapFrogger
* **Best food and beverage campaign:** Krispy Kreme Share the Joy, Sling & Stone (winner), Archie Rose Distilling Co. partners with Sydney Mardi Gras and Sydney World Pride, Archie Rose (highly commended)
* **Best home/lifestyle/travel/auto campaign:** Uber - Pride Ride, Hello Social (winner), Uber Red Cross, Hello Social (highly commended)
* **Best business/finance/insurance/telco campaign**: Uber - Young Earner, Hello Social
* **Best entertainment & gaming campaign**: Maybelline New York x HERO: Through Their Eyes, L’Oreal Groupe

**Industry**

* **Best use of data:** Uber x Young Earner, Hello Social
* **Best influencer marketing technology/service**: Fabulate
* **Most effective collaboration/partnership:** Uber - Pride Ride, Hello Social (winner), Uber red Cross, Hello Social (highly commended)
* **Most effective campaign for ROI:** Pepsico Simply Chips, Social Soup (winner), Uber Red Cross, Hello Social (highly commended)
* **Best large agency/business:** Wavemaker (winner), Hello Social (highly commended)
* **Best boutique agency/business:** Hoozu (winner), Day Mgmt (highly commended)
* **AiMCO Trailblazer of the Year:** Emma Woods, Social Soup (winner), Ash Jackson, Born Bred Talent (highly commended)
* **Most influential:** Maybelline New York x HERO: Through Their Eyes, L’Oreal Groupe

**Creator**

* **Best food and beverage:** Princess Honeybelle, Nicole Wade (winner), Places in Sydney Foodie, Adrian Widjonarko (highly commended)
* **Best beauty/fashion/style:** Jules Robinson, Figur
* **Best comedy & entertainment:** The MacFarlane Brothers, Neuralle Pty Ltd
* **Best home/lifestyle/travel/auto:**  Bridey Drake, Born Bred Talent
* **Best family/parenting/pets:** Princess Honeybelle, Nicole Wade
* **Best health, fitness, sport:** Katie Williams, Day Mgmt (winner), Jeff Malone, Fit for Purpose (highly commended), Gabrielle De Ramos, The Gifted Group (highly commended)
* **Best gaming/streamer:** Reapz
* **Best up & coming**: Kat Zam, Born Bred Talent
* **Influence for Good:** Ben McIntosh, Day Mgmt (winner), Tom Forrest, Born Bred Talent (highly commended)
* **Most influential:** The MacFarlane Brothers, Neuralle

The annual awards recognise the brands, creators, agencies and businesses, helping to drive the nation’s formidable influencer marketing industry. They focus on the theme of the **Power of Connection** through the four pillars of creativity, community, culture and collaboration

The 2023 AiMCO Awards were proudly supported by TikTok for Business, Wavemaker, Kitly business, Hello Social, Meltwater, Social Soup, Talentpay Australia, and Tagger by Sprout Social.

***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)

