

mfa awards

2022 MFA Awards Categories

In our industry, we have the great privilege of being The Changers. We influence people, culture, business and the economy. We understand who to speak to, when to speak to them, where to speak to them and how.

The Media Federation of Australia Awards continue to be the pre-eminent Awards program in the media communications industry in Australia. For the past two decades these Awards have been highlighting the value that the media agency industry contributes to clients' businesses and demonstrating that We Are The Changers.

The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results-driven advertising campaign and influenced long-lasting change.

To ensure a highly rigorous judging process, entrants across all categories must provide detailed KPIs for the campaign activity; demonstrate delivery against these KPIs; and discount or account for the impact of external factors beyond media e.g. promotions, pricing, distribution, change in media spend etc.

Benchmarks for all KPIs and results must also be supplied – relative to the category and/or historical brand performance – to quantify the true scale of the impact. Judges will also have the opportunity to submit questions for clarification or additional data from entrants as part of the judging process.

Thank you for your support of the MFA Awards. They play a valuable role in helping our industry and people continue to grow and flourish as valued, influential Changers.

Eligibility Period

The eligibility period for entries is 1st January 2021 to 31st March 2022 i.e., campaigns/activity must have been live at some stage during this period.

The eligibility period for the Long-term Results category is 2 years and 3 months i.e., from 1st January 2020 to 31st March 2022.

MFA Awards Database

Entrants will be required to fill out the confidential questionnaire after completing their Award submission(s). All responses to these questions will be used to inform the MFA's analysis and reports. All data will remain confidential and be aggregated so it is unable to be linked back to an individual entry. Responses will not be shared or considered as part of your entry. The MFA Awards Database is a long-term initiative which we believe will add value to our clients and agencies for many years to come.

Database questions must be completed by July 27th for entries to be eligible for live judging. Only entries in the Outcomes and Execution pillars are subject to filling out the confidential questionnaire.



2022 MFA AWARD CATEGORIES – OUTCOMES

Brand impact

Entries in this category must demonstrate how media and communications have created a significant and measurable change in key brand metrics. Example metrics include brand awareness, consideration, preference, attitudes, and emotions or establishing new brand associations. Judges are looking for entrants to demonstrate a direct relationship between media and the relevant brand or equity metrics.

Maximum word count – 1200

To view the 2021 finalists [click here](#).

To view the 2019 finalists [click here](#).

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated brand problem that has been arrived at through a clear and logical rationale.
- There is a clear brand objective and measurement framework.

INSIGHT & STRATEGY (20%)

- There is a strong rationale for the source of brand growth and target audience definition.
- There is a unique, well-substantiated insight.
- The strategic approach is coherent, consistent and original.

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the brand impact of the campaign.
- Success has been delivered against the brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Business impact

Entries in this category must demonstrate a significant commercial impact across the judging period. Judges are looking for entrants to demonstrate the contribution of media to achieving business results and influencing change via sales or additional growth metrics, for example: increasing market share, profitability, retention or reducing price sensitivity. Winning entries will have generated a significant commercial return relative to benchmarks and the market context.

Maximum word count – 1200

To view the 2021 finalists [click here](#).

To view the 2019 finalists [click here](#).

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated business problem that has been arrived at through a clear and logical rationale.
- There is a clear business objective and measurement framework.

INSIGHT & STRATEGY (20%)

- There is a strong rationale for the source of business growth and target audience definition.
- There is a unique, well-substantiated insight.
- The strategic approach is coherent, consistent and original.

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the business impact of the campaign.
- Success has been delivered against the specific business KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of business impact that far surpasses both client and category norms
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

Behaviour change

Entries in this category must demonstrate how media has significantly changed consumer behaviour or actions, for example through new habit formation or new action. Entrants will need to provide evidence around how their media activity and thinking has resulted in demonstrable change in consumer behaviour across the short or the long term. Entries will need to isolate the media impact on the behavioural changes created.

Maximum word count – 1200

To view the 2021 finalists [click here](#).

To view the 2019 finalists [click here](#).

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated behaviour change problem that has been arrived at through a clear and logical rationale.
- There is a measurement framework built to quantify the behaviour change impact.

INSIGHT & STRATEGY (20%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight in relation to consumer behaviour.
- The behaviour change strategy is coherent, consistent and original.
- There has been a clear application of existing or new behaviour change theory.

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the behaviour change impact of the campaign.
- Success has been delivered against the specific behaviour change KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of impact on behaviour that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the behaviour change, after other influencing factors have been discounted (e.g., external behaviour change triggers, price, distribution, competitive activity).

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Long-term results

Entries must demonstrate a significant and enduring commercial impact after 18 months, achieving long-lasting change for the client's brand. Entries can focus on one campaign, the business portfolio or how results have been delivered throughout the full contract. Entrants should demonstrate the contribution of media to achieving the business and brand results. Winning entries will have generated a significant commercial return relative to benchmarks and the market context. Campaigns must have been active in-market after **1st January 2020** and results data must be available for a minimum of 18 months. MFA entries from previous years can be entered into this category if they meet the time frame requirements.

Maximum word count – 1200.

To view the 2021 finalists [click here](#). To view the 2019 finalists [click here](#).

THE FOUNDATIONAL BUSINESS CONTEXT (20%)

- The business conditions have been clearly outlined with an over-arching business challenge to solve.
- There is an identification of the problem and/or opportunity that informs the action taken by the agency (e.g., long-term campaign, measurement approach, digital transformation, ways of working etc).
- There is an illuminating insight(s) that sparked the journey.
- The measures of success have been defined for each stage / interval of the project with clear milestones.

THE PARTNERSHIP JOURNEY / APPROACH (30%)

- There is a coherent and well-argued strategic approach that addresses the foundational business context.
- The strategic approach has been applied consistently throughout the time period covered.
- There was a unique approach to the roadmap and initiatives designed to deliver on the strategy.
- The barriers or roadblocks which emerged along the way were overcome effectively and efficiently.
- There is a compelling rationale for any changes adopted during the period covered.
- Stakeholders were taken on the journey in a way that contributed to the project(s) success.

THE CURRENT BUSINESS CONTEXT / RESULTS (50%)

- An appropriate measurement plan was put in place to determine the business impact of the approach.
- Success has been delivered against the specific KPIs identified in the objectives and foundational context stages.
- The approach delivered significant commercial impact for a period of 18 months or more post-launch, as benchmarked against client expectations and/category norms.
- The results are clearly due to the approach the agency put in place as a business partner, after other influencing factors have been discounted (e.g., long-term consumer trends, price, distribution, competitive activity).



2022 MFA AWARD CATEGORIES – EXECUTION

Content

Entries in this category must demonstrate how an effective use of content has resulted in brand or business results. The definition of 'content' in the category is anything beyond standard advertising and can include social content, advertiser-funded programming, influencer/ambassador earned content and commercial content integration. Winning entries will need to demonstrate how the content created and deployed resulted in measurable results and influenced positive change for the client's brand.

Maximum word count – 1000

To view the finalists from 2021 [click here](#).

To view the finalists from 2019 [click here](#).

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience definition.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (40%)

- The media execution is driven by clever and effective use of content marketing on behalf of brands.
- The role of content in the campaign solution has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (40%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

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Partnerships

Campaigns entered in this category must prove how an integrated partnership or partnerships resulted in a demonstrable business impact and influenced change. Partnerships can be both commercial (paid media partnership) and non-commercial (co-branded integration). Media owners are eligible to enter this category. Joint entries are also encouraged.

Maximum word count – 1200

To view the 2021 finalists [click here.](#)

To view the 2019 finalists [click here.](#)

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience definition.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (40%)

- The execution is led by the use of media partnerships.
- The role of partnerships in the media execution has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (40%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



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Real-time marketing

Entries in this category should demonstrate the use of real-time data and information to engage with consumers in a dynamic, adaptive manner. The campaign can be a spontaneous reaction to an event or planned in advanced, and can run across any number of platforms, including social media, email, display, digital OOH, programmatic or mobile.

Maximum word count – 1000

To view the 2021 finalists [click here.](#)

To view the 2019 finalists [click here.](#)

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience definition.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (40%)

- The media execution delivers an innovative brand or product experience based on real-time triggers and contexts for the consumer.
- The role of real-time media channels has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (40%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



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Data & analytics

Entries in this category should demonstrate excellence in the application of data and analytics above and beyond the advertiser's prior approach. Entries in this category must demonstrate how a data-led approach was innovative, insightful, and delivered a positive change, and tangible business or brand results that exceed what would have been attained without this new approach.

Maximum word count – 1000

To view the 2021 finalists [click here.](#)

To view the 2019 finalists [click here.](#)

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

STRATEGY (15%)

- There is a clear rationale for the source of business and target audience definition.
- There is a unique, well-substantiated insight or insights driven through innovative use of data.
- The strategic approach is coherent, consistent and original.

EXECUTION (40%)

- The entry outlines a distinct application of data and analytics in powering the roles of channels, their behaviours and desired interactions with consumers.
- There was a clear benefit from applying data & analytics within the channel(s).
- The use of data and analytics is highly innovative, sophisticated and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (40%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



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Innovation in media

Entries in this category should look to demonstrate how they adopted a change-making approach to break or challenge the conventions of media (channel, placement, or execution) and were able to unlock disproportionate brand or business results through successful deployment of that innovation. The activation can be a stand-alone idea or part of a larger campaign, but the impact must be isolated to the innovation.

Maximum word count – 1000

To view the 2021 finalists please [click here](#).

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (40%)

- The media execution is a truly innovative idea or approach which is breaking new ground for the category and/or broader industry.
- The role of the innovation is clearly defined and substantiated.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (40%)

- The innovation showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- The entry clearly demonstrates that the results were due to the innovation and not unduly impacted by other brand or media activity.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media innovation, after other influencing factors have been discounted (e.g., other campaign spend/activity, price, distribution, competitive activity).



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Bravery

Entries in this category need to show bravery in media and communication thinking and deployment. Judges will be looking for how and why the campaign broke the convention of the category/channel, the challenges they overcame and the demonstrable change-making impact of that bravery in terms of brand or business effects. Work in this category can relate to bravery within a specific campaign or activation or how bravery has unlocked longer-term results for a brand or agency.

Maximum word count – 1000

To view the 2021 finalists [click here](#).

OBJECTIVE & PROBLEM (5%)

- There are specific objectives and a distinct challenge for the agency.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a measurement framework designed to account for the uniquely brave approach.

STRATEGY (15%)

- There is a unique, well-substantiated insight or insights.
- The strategic approach is unexpected and unlikely to have been adopted by other brands in similar circumstances.
- There is a clear rationale for the need to adopt such a bold approach.

EXECUTION (40%)

- The media execution has a high degree of risk relative to what is typically embraced by brands in similar circumstances or categories.
- There is a clear rationale to justify the risk taking.
- It is a bold idea or approach that is breaking new ground for the category and/or broader industry.
- There is a direct link between the strategic recommendation and media execution.

EFFECTIVENESS (40%)

- The results achieved justify the degree of risk and bravery required.
- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



ESG Award

Entries in this category must demonstrate how a media led idea or initiative has positively influenced the environment and/or society through greater sustainability, governance, diversity, equity, or inclusion. Entrants need to provide evidence that they have understood what shifts consumer behaviour and responded with a media led idea or initiative to create meaningful change. Examples include positively impacting a climate initiative, the rights/community engagement with First Nations people, a disadvantaged community, health and safety, equality, privacy, or data security. Entries will need to clearly articulate the role the media agency played in the design and development of these activities for clients.

Maximum word count – 1200

OBJECTIVE & PROBLEM (10%)

- There are specific objectives and a distinct challenge for communications.
- There is a succinctly articulated problem statement that has been arrived at through a clear and logical rationale.
- There is a measurement framework in place to quantify the impact of the activity.

INSIGHT & STRATEGY (25%)

- There is a clear rationale for the opportunity and target audience definition.
- There is a unique, well-substantiated insight in relation to audience behaviour.
- The strategy is coherent, consistent, and original.

EXECUTION (25%)

- Positively supporting ESG is at the heart of the execution
- There is a direct link between the strategic recommendation and the campaign execution.
- The role of comms and media has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (40%)

- Success has been delivered based on specific environmental or societal shifts in behaviour; changed attitudes towards an organisation/issue; or a positive impact on their bottom line.
- The campaign has delivered a degree of impact that stands out amongst like activities
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. existing behaviour shifts, complementary initiatives, significant investment increases).

Entrants may include additional testimonials from partners/clients – maximum 200 words

Marketing Transformation

This award has been introduced in recognition of the increasing role media agencies play in helping their clients prepare for and excel in the ever-evolving marketing landscape. Entries in this category should demonstrate how your agency has helped a client transform their marketing practices, improving their ability to deliver growth to their organisation. This could be in the form of improved SEO and content practices in their owned channels, helping them navigate the emerging world of content to commerce, or by partnering in the deployment of marketing technology (however entries are not limited to these examples). Entries must demonstrate how their agency was uniquely placed to deliver this transformation, their role in developing and executing the program of work, and how the changes have had a meaningful impact on marketing operations, delivering exceptional business results.

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for marketing within the business.
- There is a succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a clear measurement framework in place to quantify the impact.

STRATEGY (15%)

- There is a clear rationale for the program of work and how it would contribute to business growth.
- There is a unique, well-substantiated insight or insights into why marketing transformation was required to improve operations or capitalise on an opportunity within the category.
- The strategic approach is coherent, consistent, and original.

EXECUTION (40%)

- The entry clearly articulates how the program of work has evolved / improved existing operations.
- There was a clear and important role played by the agency, critical to success.
- The marketing transformation in question has taken an innovative, sophisticated or original approach.
- There is a direct relationship between the strategic recommendation and the marketing transformation described.

EFFECTIVENESS (40%)

- The solution showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific challenge identified in the marketing objectives and communications challenge.
- The results are clearly due to the marketing transformation program, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

2022 MFA AWARD CATEGORIES – PEOPLE & COMMUNITY



Agency Talent and Culture

Workplace culture plays a critical role in our industry by creating positive, high-performing agency environments. This category recognises outstanding forward-thinking, proactive, and impactful initiatives designed to enhance talent management and agency culture within media agencies. Entries must demonstrate strategic thinking and execution that has contributed to agency performance or to address a specific talent management and culture issue. The initiative can be a stand-alone idea or part of a larger program. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s) and strategic direction with a direct link to execution and results that demonstrate the change achieved.

Maximum word count – 1200

Entrants may include additional testimonials from partners/clients – maximum 200 words

To view the 2021 finalists [click here](#).

THE CONTEXT (20%)

This section should articulate the challenge the initiatives were designed to overcome and the specific objectives and measures of success. Challenges could be across any Talent and Culture area, including (but not restricted to) talent identification & retention, organisational strategy or structure, diversity, training & development, engagement & productivity, positive culture.

- What was the challenge that needed to be overcome?
- What were the specific and measurable objectives set in response to these challenges and how do these link to business performance?

STRATEGY & EXECUTION (40%)

The entry should outline the approach and subsequent initiative the agency put in place to address the challenge. Areas to cover should include the following:

- What was the link between the strategy and program/initiative(s)?
- What was the program/initiative and who was it designed to impact?
- How is the program/initiative aligned to agency values/agency purpose/agency culture?
- How was this program/initiative unique to the agency and wider industry?

RESULTS (40%)

The entry should demonstrate how the program/initiative has addressed the challenge, achieved the desired outcome and/or positively impacted on the business performance of the agency.

Proof points could include:

- Evidence of improvements and changed outcomes identifiable as resulting from the program/initiative.
- Stakeholder surveys conducted pre/post initiative.
- Budget implications of initiatives, e.g. cost savings or increased revenue as a result of the initiative.
- Reporting on initiative results/testimonials.
- Any other relevant results.

Industry contribution

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This award recognises the talent working in MFA member agencies and partners that have made a significant contribution to the media industry by being The Changers. The contribution can relate to any type of initiative whose ultimate purpose is to create positive change to the wider industry. These can range from ongoing, discrete projects with no industry profile through to more public or wider-scale initiatives.

Entrants must have more than 5 years of experience in the Australian media industry; and include testimonials from two or more members of the industry. Entrants can be nominated by a senior member of their company or can self-nominate. The number of winners will be chosen at the discretion of the judging panel.

Maximum word count – 1000

Entrants may include 2 additional testimonials (maximum 200 words each)

THE CONTRIBUTION (50%)

This section should outline the challenges or opportunities the entrant has helped to identify and address; and the approach and initiatives put in place. Initiatives can be across any aspect of the industry e.g., tools, measurement, people and culture, finance, training, product etc.

- The entry outlines the specific challenges and/or opportunities that were identified.
- The initiatives put in place were designed to make a positive contribution to the wider industry.
- The entrant consistently went above and beyond their 'day job' to make this contribution.
- The entrant demonstrates a long-term commitment to contributing to the wider industry and influencing positive change.

THE RESULTS (50%)

The entry should demonstrate how the individual has achieved the desired outcome and/or positively impacted the wider agency. Proof points could include:

- Evidence of improvements and outcomes identifiable as resulting from the program/initiative.
- Industry engagement with the initiatives.
- Stakeholder surveys conducted pre/post initiative.
- Budget implications of initiatives i.e. cost savings/increased revenue as a result of the initiative.
- Reporting on the initiatives and their outcomes.
- Testimonials from industry members positively impacted.
- Any other relevant results.



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Client Leadership

Being The Changers doesn't happen in isolation. To influence people, culture, and business we need to collaborate as a collective. This award recognises overall excellence from client-side teams collaborating with their media agency partner(s) to produce outstanding relationships, work, and business results. Entries must outline how the client team creates prosperous, constructive relationships with their key partner(s). Entries should also demonstrate a strong and consistent body of work, preferably through multiple case studies and/or initiatives. This category is open to marketers directly or agencies on behalf of their clients, with the definition of marketing encompassing teams working in marketing and/or digital. The agency must have been working with the client for a minimum of six months.

Entrants may include additional testimonials from partners – maximum 200 words

Maximum word count – 1200

AGENCY RELATIONSHIP (40%)

Entrants should demonstrate how the marketing team has contributed to strong and effective relationships with their agency partner(s). Areas to cover may include the following:

- The historical relationship between the client and agency partner(s)
- Working practices and initiatives that create a positive and productive team environment within and between the client and agency teams
- Initiatives demonstrating the client values the role of media and their media partner(s)
- Techniques fostering constructive collaboration between (multiple) client stakeholders and the agency partner(s)
- Mutually beneficial approach to commercial arrangements, incentives, team structures; scope of work etc
- Results of the initiatives put in place e.g., agency and client review scores; staff retention; contract extension; efficiencies; evolution of scope; testimonials etc

MARKETING STRATEGY & KEY INITIATIVES (20%)

This section should outline any factors which were relevant to the client/agency relationship and marketing output. Example areas to cover include the following:

- The overarching client vision, marketing strategy and objectives
- A clear outline of the challenge given to the agency

CLIENT & AGENCY OUTPUT (40%)

This section should include examples of best practice work and initiatives produced by the partnership. Examples will vary based on the nature of the relationship, but each should include:

- A demonstrable positive change in strategic approach and/or innovative execution
- The output from the agency and the client's role in driving
- Collaboration with other partners e.g., creative agency, media owners, tech partners etc
- The results which are attributable to the combined input of the client and media agency e.g., business and/or brand impact; behavioural changes; budget implications; ROMI etc



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Pro-bono / Cause marketing incentive – In recognition of Pam Lane

This award recognises the agencies, media owners and suppliers who are making the most significant contribution to supporting charities, fundraising appeals or other not-for-profit community initiatives. The entry must demonstrate how these charities benefited directly from the support, e.g. financial support to fund research and resource; campaign strategy and execution on fundraising campaigns; or time spent by agency staff providing physical support. The entry may cover a single initiative or many. Innovation in media thinking can be included but is not mandatory. All entry fees in this category will be donated to the charity of the winning entry post awards.

This award is open to media agencies, media owners and relevant partners.
Maximum word count – 1000

To view the 2021 finalists [click here](#).

This category will not be allocated a weighted score against each criterion, but each proposal will be evaluated in its entirety and consideration will be given to the following areas:

- Philosophy on pro bono and cause marketing opportunities.
- How the initiative was selected.
- The contribution personnel have made to initiative/initiatives.
- The uniqueness of the approach.
- Demonstration of change in consumer and/or donor behaviour as a result of agency contribution.
- Whether this is a one-off agency activity or is an ongoing endeavour and encourages all staff participation.

NGEN

The NGEN award celebrates our industry's future Changers and recognises excellence in strategic thinking, creativity, storytelling, and media execution expertise, with entrants responding to a brief for a chosen charity. Entry is open to registered members of NGEN with less than 5 years' experience who are currently working for a media communications agency or media industry supplier.

The 2022 brief is for the charity [BATYR](#). This charity exists to engage, educate, and empower young people to have positive conversations about mental health and smash the stigma. The detailed brief will be available to download from the [MFA website](#). 50% of NGEN entry fees will be donated to mental health charity **BATYR**.

GRAND PRIX

The Grand Prix is selected from the winners of the 'Outcomes' and 'Execution' categories. The winning entry represents a case study the judging committee has identified as world-class media thinking and effectiveness that sets a benchmark to inspire the wider industry.

Please visit www.mediafederation.org.au for more information on how to enter.
Deadline for entries is 13 July and the NGEN deadline is 15 July.

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