



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY A: BEST STRATEGIC LAUNCH CAMPAIGN

#### INTRODUCTION

In reviewing these entries, judges are to look for outstanding strategic work that has contributed significantly to the success/results of the launch. They are to reward insight, innovation, originality and results set out in a clearly argued case. The campaign can be for a new launch, new variant or re-launch of a product.

#### OVERALL

**The launch wouldn't have been successful without that campaign.**

#### STRATEGY (50%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well-substantiated insight, which leads to a clearly articulated strategy.
3. The strategic approach directly impacts on channel selection and behaviours.
4. The strategic approach is coherent, consistent and original.

#### EXECUTION (20%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution brought the strategy to life over and above media value.
3. The media approach was innovative and original.

#### EFFECTIVENESS (30%)

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

\*This category has a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY B: BEST INTEGRATED PAID, OWNED AND EARNED COMMUNICATIONS

Integrated campaigns are defined as those that show how a strategic idea is leveraged across multiple channels in an integrated way. Please note that this category is not necessarily referring to how a brand is integrated into a channel, rather this category is about a clear purpose for each channel used. In line with the current communication landscape, the entry must demonstrate integration across paid, owned and earned channels.

#### INTRODUCTION

Judges will reward entries that demonstrate the selection of all elements of the campaign has been well considered and most importantly that each of the integrated components contribute to the overall success of the campaign.

#### OVERALL

**The whole is greater than the sum of its parts**

#### STRATEGY (20%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well substantiated insight, which leads to a clearly articulated strategy.
3. The strategy defines a distinct role for each channel, their behaviours and the desired interactions between paid, owned and earned channels.
4. The strategic approach is coherent, consistent and original.

#### EXECUTION (50%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution brought the strategy to life over and above media value.
3. The execution brought additional value through use of owned and earned assets.
4. The media approach was innovative and original across all key channels.

#### EFFECTIVENESS (30%)

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

\*This category has a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY C: BEST USE OF A SMALL BUDGET (UP TO \$300,000)

#### INTRODUCTION

In reviewing these entries judges are to look for media practice that has contributed significantly to the success/results of the communication process. Does the entry show clear evidence that the "small budget" was used effectively in its own right and not simply a proportion of a larger budget deployed in a multimedia campaign? Judges are to reward insight, innovation, originality and results, set out in a clearly argued case.

#### OVERALL

**So much with so little.**

#### STRATEGY (30%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well-substantiated insight, which leads to a clearly articulated strategy.
3. The strategic approach directly impacts on channel selection and behaviours.
4. The strategic approach is coherent, consistent and original.

#### EXECUTION (30%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution clearly shows value beyond the media spend alone maximising the impact of the small budget.
3. The media approach was innovative and original.

#### EFFECTIVENESS (40%)

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

\*This category has a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY D: BEST MEDIA INNOVATION

Entries to this category must evoke an "I wish I'd thought of that" reaction. The entrant must stipulate the idea is original and demonstrate ownership of the idea. It can be a single idea or part of a bigger campaign.

#### INTRODUCTION

In reviewing these entries judges are to look for media practice that has contributed significantly to the success/results of the communication process. They are to reward insight, imagination and innovation set out in a clearly argued case. In this category judges should be looking for entries likely to elicit a "wow, wish I'd thought of that" reaction.

#### OVERALL

**Wish I'd thought of that!**

#### STRATEGY (20%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well-substantiated insight, which leads to a clearly articulated strategy.
3. The strategic approach directly impacts on channel selection and behaviours.
4. The strategic approach is coherent, consistent and original.

#### EXECUTION (50%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution brought the strategy to life over and above media value.
3. There is evidence of a truly innovative idea or approach that has never been done before (both in Australia or overseas).

#### EFFECTIVENESS (30%)

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

\*This category has a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY E: BEST DEMONSTRATION OF RESULTS

#### INTRODUCTION

Entries have to clearly argue the case that the results were directly attributable to the media team playing the key role within the campaign to the extent that other factors that might have influenced the outcome are separately accounted for. The commercial return for the client should be significant in relation to the market background and normal market forces at play.

#### OVERALL

**What great returns!**

#### STRATEGY (25%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well substantiated insight, which leads to a clearly articulated strategy.
3. The strategic approach directly impacts on channel selection and behaviours.
4. The strategic approach is coherent, consistent and original.

#### MEDIA EXECUTION (25%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution brought the strategy to life over and above media value.
3. The media approach was innovative and original.

#### EFFECTIVENESS (50%)

1. Appropriate measurement was put in place to understand the impact of the campaign
2. The campaign showed significant results for the client's brand and business, as benchmarked against client/category norms.
3. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
4. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

\*This category has a maximum 1200 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY F: BEST USE OF DATA, TECHNOLOGY OR ANALYTICS

#### INTRODUCTION

In reviewing these entries judges are looking for how the agency has led the use of data, technology or analytics to unearth insights and drive superior campaign performance. Judges will reward entries that demonstrate how data has been turned into intelligence, how this has then been built into the execution and how that delivered a superior client outcome.

#### OVERALL

**I'm amazed at what is possible these days.**

#### DATA INTELLIGENCE (50%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There was a thorough understanding of the need for research, analytics or technology and how this could drive business results.
3. The entry demonstrates a smart & logical analysis that drove the media solution or use of technology.
4. The approach applied was innovative and original.

#### EXECUTION (20%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The intelligence has significantly impacted the media execution through better targeting and optimisation.

#### EFFECTIVENESS (30%)

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

\*This category has a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

**CATEGORY G: AUTOMOTIVE, H: BEVERAGES, I: FINANCE/INSURANCE/GOVERNMENT/CORPORATE & REAL ESTATE, J: CLOTHING/COSMETICS & RETAIL, K: FOOD & GROCERY L: IT & CONSUMER DURABLES, M: MEDIA/ENTERTAINMENT/TRAVEL & LEISURE, N: B2B**

### INTRODUCTION

In reviewing these entries judges are to look for media practice that has contributed significantly to the success/results of a campaign in the context of their individual product categories. They are to reward insight, innovation, originality and results, set out in a compelling, clearly argued case.

### OVERALL

**Delivers best in class in the category**

### STRATEGY (30%)

1. The key marketing objective(s) and challenge for communications are clearly identified.
2. There is a unique, well-substantiated insight, which leads to a clearly articulated strategy.
3. The strategic approach directly impacts on channel selection and behaviours.
4. The strategic approach is coherent, consistent and original.

### EXECUTION (30%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The execution brought the strategy to life over and above media value.
3. The media approach was innovative and original.

### EFFECTIVENESS (40%)

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

\*These categories have a maximum 1000 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY O: BEST PARTNER INITIATIVE

#### INTRODUCTION

We value our partners across the board from media owners to tech & data partners and want to reward their great work. This category is open to agency partners only, this category is designed to reward those media proposals or initiatives that have driven the advertising agenda and subsequent execution. In other words, initiatives that have delivered innovation and created value above and beyond the original brief.

#### OVERALL

**They went above and beyond**

#### STRATEGIC ALIGNMENT/UNDERSTANDING (30%)

1. The client's campaign and media objectives are clearly identified.
2. The proposal addresses the underlying task for the advertiser.
3. The partner provided a clear rationale of how they were going to deliver results for the advertiser.

#### EXECUTION (60%)

1. The approach was innovative and original
2. The partner provided access to unique resources and company assets to bring the campaign to life over and above traditional media value.
3. There is a direct link between the strategic requirements and the partnership execution.

#### EFFECTIVENESS (10%)

1. The campaign showed significant results as benchmarked against client, category and media delivery norms.
2. Success has been delivered against specific campaign and media KPIs.

\*This category has a maximum 1000 word limit





## 2016 MFA AWARDS JUDGING CRITERIA

### **CATEGORY R: PRO BONO/CAUSE MARKETING INITIATIVE – In recognition of Pam Lane**

#### **INTRODUCTION**

This category is seeking to identify where the greatest contribution and effort is being made by the media industry to support charities, appeals, fundraising or various not-for-profit community programmes. The award may recognise innovation in media thinking but this is not mandatory.

This could be a single initiative or collection of initiatives. The essence of this category is to recognise the contribution made by the industry to supporting those organisations that provide significant benefits to the community. These organisations may benefit from a range of contributions from financial support to fund research, administration or resources or it may require hands on effort from people within the agency to realise their goals.

All funds received from the entries, along with \$10 from all dinner ticket sales will be made available to the charity or organisation as nominated by the winner of this category.

This award is open to both media agencies or media owners and partners

#### **CRITERIA**

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
- Innovation of approach
- Demonstration of change in consumer and/or donor behavior as a result of agency contribution
- Whether this is a one-off agency activity or is an on going endeavour and encourages all staff participation

#### **NOMINATED RECIPIENT OF FUNDS RAISED:**

Agency to nominate the organisation that will receive 100% of the funds raised if they are deemed the winner. A special segment on the winner will also feature at the Awards ceremony each year to provide greater awareness of the recipient organisation.

\* This category has a maximum 1000 word limit.



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY S: MEDIA PARTNER OF THE YEAR

#### INTRODUCTION

We value ongoing support from partners across all areas of the industry from media owners to technology partners. This category is designed to acknowledge overall ongoing excellence from those partners, that could be a media sales organization or a technology or data partner. Ongoing excellence includes, the teams output highlights (the work), how they collaborate with media agencies and clients, culture and how that translates into high quality staff and how they have evolved, including the future strategic vision for the company.

#### OVERALL

**I'll be sending them more briefs**

#### THE OUTPUT (THE WORK) - 50%

Please submit an overview of your work covering the following:

- Your approach to producing market leading work
- How you collaborate with agencies and/or advertisers
- How you approach integration
- How you ensure your results are measurable

#### SALES CULTURE (THE TEAM) – 50%

- How has your organisation contributed to the improvement of the agency/client community at large?
- How do you ensure the development and retention of high quality sales staff?
- How does your team positively differentiate from your direct competitors?
- How will you work with agencies and clients to ensure long-term mutually beneficial relationships and consistently great work?

\* This category has a maximum 1200 word limit



## 2016 MFA AWARDS JUDGING CRITERIA

### CATEGORY T: MARKETING TEAM OF THE YEAR

#### INTRODUCTION

Open to marketers directly or agencies on behalf of their clients, this category is designed to acknowledge overall excellence from a marketing team.

Entries are asked to put a clear case together that demonstrates a strong and consistent body of work, that has delivered significant results, delivered in a mutually beneficial manner that invests in prosperous long term agency / media owner / client relationships.

#### OVERALL

**I wish they we're my client**

#### THE OUTPUT (THE WORK) - 50%

Please submit examples of your best work that should cover the following:

- A clear understanding of the challenge given to the agency
- The output from the agency and your role in driving it
- A demonstrable positive change in strategic approach and/or innovative execution
- The results, which are attributable to the media thinking from you and your agency
- Collaboration with other agencies and/or media owners

#### MARKETING CULTURE (THE TEAM) – 50%

- How has your organisation contributed to the improvement of the agency/client relationship?
- What initiatives do you have in place to demonstrate you value the media craft and foster an environment that produces the best work possible?
- How do you ensure the retention of high quality staff at both client side and agencies?
- What is your future strategic vision for your marketing team? How do you intend to bring this vision to life?
- How will you work with agencies and media owners to ensure long-term mutually beneficial relationships and consistently great work?

\*This category has a maximum 1200 word limit

\* Entrants may include a maximum 200-word agency testimonial in addition to the 1200 word limit