

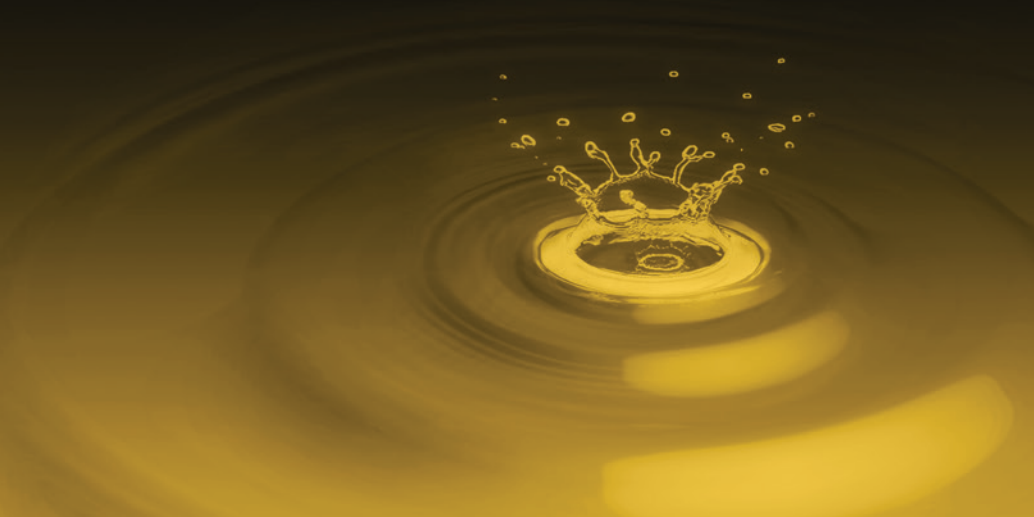


mfa awards

CELEBRATING WORK
THAT WORKS

2016

CALL *for* ENTRIES



ENTER NOW AT WWW.MEDIAFEDERATION.ORG.AU

GRAND PRIX



Red Cross Australia | WHO | The United Nations

MAJOR SPONSORS



SOUTHERN CROSS AUSTEROD
absolutely engaging

DISTINGUISHED SPONSORS



UnLtd. Building youth leadership for good

MEDIA PARTNER

CHARITY PARTNER

THE MFA AWARDS is our industry's pre-eminent awards program in the marketplace. At the MFA through the rigorous selection process, we recognise and celebrate the most innovative and effective work being produced by our industry for our clients.

Only work that works is deemed worthy of winning at the MFA Awards. Work that works tends to be ground breaking and imaginative, underpinned by rigour and strong insights. It is important to celebrate this work to keep raising the bar and to continue to inspire and push each other into new territory. So start preparing your entries and be part of progressing our industry and driving results and value for clients.



These awards would not be possible without the involvement of our sponsors, and I thank them for their generosity and continued support of our industry. At the MFA it's our quest to make the media industry better at what we do and champion a dynamic and thriving media industry. To all the entrants, best of luck and I hope to see you on the presentation night on Thursday 13th October.

GREG GRAHAM, Business Development and Marketing Officer,
GroupM and Chairman, MFA Awards

ELIGIBILITY

Any media campaign launched within Australia between **1st January 2015** and **31st March 2016** is eligible for entry. In the event of a crossover from the previous year, where a 2015 submission is still eligible in 2016, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results. Any individual media planner or media planning team from an advertising agency, a media agency or an advertiser, may submit an entry.

2016 MFA AWARD CATEGORIES

- A. **BEST STRATEGIC LAUNCH CAMPAIGN** Sponsored by 
- B. **BEST INTEGRATED PAID, OWNED & EARNED COMMUNICATIONS** Sponsored by 
- C. **BEST USE OF A SMALL BUDGET (UP TO \$300,000)**
- D. **BEST MEDIA INNOVATION** Sponsored by 
- E. **BEST DEMONSTRATION OF RESULTS** Sponsored by 
- F. **BEST USE OF DATA, TECHNOLOGY OR ANALYTICS** Sponsored by 
- G. **AUTOMOTIVE**
- H. **BEVERAGES**
- I. **FINANCE/INSURANCE/GOVERNMENT/CORPORATE & REAL ESTATE**
- J. **CLOTHING/COSMETICS & RETAIL**
- K. **FOOD & GROCERY** (excludes beverages) Sponsored by 
- L. **IT & CONSUMER DURABLES**
- M. **MEDIA/ENTERTAINMENT/TRAVEL & LEISURE** Sponsored by 
- N. **B2B**
- O. **BEST PARTNER INITIATIVE**
- P. **mfa 5+ AWARD** (Open for entries from the 18 July 2016)
- Q. **NGen AWARD** Charity Partner 
2016 Brief for the Pyjama Foundation - Visit www.mediafederation.org.au to download the NGEN Award brief. NGEN entry fees will be donated to the Pyjama Foundation post awards.
- R. **PRO-BONO/CAUSE MARKETING INITIATIVE**
In Recognition of Pam Lane - All entries fees in this category along with \$10 from each event ticket sold will be donated to the charity of the winning entry post Awards.
- S. **MEDIA PARTNER OF THE YEAR**
- T. **MARKETING TEAM OF THE YEAR** Sponsored by 
- ▶ **GRAND PRIX** Sponsored by 
The Grand Prix is selected from each of the category winners excluding Best Partner Initiative, Pro-Bono, NGEN, MFA 5+, Media Partner of the Year and Marketing Team of the Year categories.

Entrants that are selected as MFA Award finalists and winners will earn points for the AdNews Agency and Media Company rankings.



ENTER NOW AT WWW.MEDIAFEDERATION.ORG.AU

mfa
awards

2016

CALL for ENTRIES

ENTRY DEADLINES

- CATEGORIES A to F**
4pm, Wednesday 29 June 2016
- CATEGORIES G to O**
4pm, Wednesday 6 July 2016
- CATEGORIES Q to T**
4pm, Wednesday 20 July 2016
- MFA 5+ AWARD**
4pm, Monday 8 August 2016
(Open for entries 18 July 2016)

ENTRY FEES

- MEMBERS**
\$460 incl GST per entry
- NON-MEMBERS**
\$1500 incl GST per entry
- PRO-BONO/CAUSE MARKETING INITIATIVE**
\$110 incl GST
- NGEN**
\$110 incl GST
- MFA 5+ AWARD**
\$500 incl GST

WINNERS WILL BE ANNOUNCED AT THE MFA AWARDS PRESENTATION TO BE HELD IN SYDNEY ON THURSDAY 13 OCTOBER 2016.

QUERIES

Two de Force
P. 02 9281 8788
E. Hadas@twodefence.com.au

CELEBRATING WORK
THAT WORKS