

VIEW FULL CATEGORY CRITERIA, TERMS AND CONDITIONS
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mfa
awards

CALL FOR
ENTRIES

2017

WINNERS ANNOUNCED
AT THE MFA AWARDS,
19 OCTOBER 2017 AT
THE ROYAL HALL
OF INDUSTRIES
IN SYDNEY.

GRAND PRIX



MAJOR SPONSORS



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THE MFA AWARDS ARE OUR INDUSTRY'S PRE-EMINENT AWARDS PROGRAM IN THE MARKETPLACE. THEY RECOGNISE AND CELEBRATE THE MOST INNOVATIVE AND EFFECTIVE WORK BEING PRODUCED BY AUSTRALIAN MEDIA AGENCIES.



2017

Every year the awards undergo a full review to ensure that we are representing the industry to its full potential. In order to keep raising the bar and push each other into new territory we have made some key changes to the categories and criteria. In addition, each category will now have the potential to take out three awards; gold, silver and/or bronze. Only truly ground breaking and imaginative work will take out a gold statue.


Good luck! GREG GRAHAM - CHAIRMAN, MFA AWARDS

2017 MFA AWARD CATEGORIES



PRODUCT

- A. Automotive Vehicles, Products & Services
- B. Durable Consumer Goods
- C. Fast Moving Consumer Goods (excluding Food & Beverages)
- D. Financial Services
- E. Food & Beverages *Sponsored by* 
- F. Public Sector, Utilities & Charities
- G. Media & Entertainment *Sponsored by* 
- H. Retail & eCommerce
- I. Telco, Travel, Leisure & Other Services (excluding Financial)

BEST PRACTICE

- J. Best Communications Strategy ***NEW***
- K. Best New Product Launch/Relaunch
- L. Best Integrated Campaign
- M. Best Use of a Small Budget (up to \$300K)
- N. Most Innovative Use of Media *Sponsored by* 
- O. Best Collaboration ***NEW***
- P. Best Use of Technology ***NEW***

RESULTS

- Q. Best Demonstration of Short-Term Results *Sponsored by* 
- R. Best Demonstration of Long-Term Results ***NEW***
Standard Awards eligibility dates do not apply for this category. *Sponsored by* 

DATA & INSIGHT

- S. Best Use of Data, Adtech, Analytics or Research
- T. Best Use of Real-Time Marketing ***NEW***

PEOPLE & EXCELLENCE

- U. People & Culture Award ***NEW***
- V. Marketing Team of the Year *Sponsored by* 
- W. Media Partner of the Year
- X.  *Charity Partner* 

2017 Brief for 'Hear For You'

Visit <http://mediafederation.org.au> to download the NGEN Award brief. A fee of \$110 inc GST applies per entry and will be donated to 'Hear For You' post Awards.

- Y. 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.

GRAND PRIX

The Grand Prix is selected from each of the category winners excluding Best Collaboration and People & Excellence categories.



ELIGIBILITY

Any media campaign launched within Australia between 1st January 2016 and 31st March 2017 is eligible for entry. In the event of a crossover from the previous year, where a 2016 submission is still eligible in 2017, 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.

Categories O, S, T, W & Y are open for Media Owners to enter.

ENTRY DEADLINES

PRODUCT CATEGORIES (A to I)
4pm, Tuesday 27 June 2017

BEST PRACTICE, RESULTS, DATA & INSIGHT CATEGORIES (J to T)
4pm, Tuesday 4 July 2017

PEOPLE & EXCELLENCE CATEGORIES (U TO Y)
4pm, Tuesday 18 July 2017

ENTRY FEES

MEMBERS - \$460 incl GST per entry
NON-MEMBERS - \$1500 incl GST per entry
NGEN & PRO-BONO/CAUSE
MARKETING INCENTIVE - \$110 incl GST

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



QUERIES

TWO DE FORCE - Call 02 9281 8788
or email Hadas@twodefence.com.au

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