

mFAEX
effectiveness expo

mFA
awards

Thursday
17 October 2019
Carriageworks Sydney

media for all

Welcome to MFA EX:

A thought leadership event

Sophie Madden

CEO, Media Federation of Australia

For the past two decades, the MFA Awards have been celebrating the most innovative and effective media thinking in Australia. In today's landscape however, with the speed and scale of disruption accelerating, we felt there was a need for the MFA Awards to give our industry a voice and to demonstrate more strongly media agencies' contribution to achieving tangible, long-lasting results for clients.

It's why we chose to reset the Awards and create an entirely new program and accompanying event, MFA EX: Media For All, with a renewed emphasis on media effectiveness and client advocacy. From an Awards perspective, we focused on business outcomes in our categories and criteria; overhauling judging to maximise transparency and rigour; and streamlining entries to reward only the very best.

The aim of MFA EX is to provide the learnings and leadership required to ensure our clients continue to benefit from global best-practice work. All sessions have been curated to highlight ground-breaking media thinking, innovation, people development and best practice in driving marketing effectiveness, as well as facilitate discussion about hot topics affecting our industry.

This is an opportunity unlike any other, for more than 1,500 of our peers to come together, discuss and dissect a variety of topics critical to the future of our industry, and to demonstrate media agencies' contribution to achieving tangible, long-lasting results for clients.



MFA EX: Media For All is designed to inspire and benefit everyone in our industry, from newcomers to the most experienced media professionals. We hope you walk away motivated, energised and inspired by the opportunities in our industry.

Today is the culmination of the hard work of many people from across the industry who have contributed over the past 12 months, so thank you to the MFA board and member agencies, Joe Lunn and the MFA Awards Committee, content curators, speakers and sponsors. Thank you also to everyone here today and in the industry who contribute every day to producing 'work that works' on behalf of our clients.

And of course good luck to our MFA Award finalists!

MFA Members



Honorary Members



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Peter Horgan
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Brett Dawson
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PHD



Melissa Fein
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Katie Rigg-Smith
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Leigh Terry
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Joe Lunn
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Jonathon Betts
Hearts & Science



James Boardman
Bohemia



Tristan Burrell
Ikon Communications



Adrian Cosstick
Wavemaker



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Jason Maggs
Initiative



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Paul Murphy
Cummins&Partners



Peita Pacey
OMD



Amelia Priday
Havas



Kylie Sneddon
Zenith



Aaron Varden
Performics



Patrick Whitnall
Publicis Media



Danni Wright
Carat

MFA EX Content Curators



Clare Robinson
Founder &
Head Coach
Clarety



Megan Brownlow
Deputy Chair,
MFA Board



Paul McIntyre
Executive Editor
Mi3



Sherilyn Shacknell
Founder &
Global CEO
The Marketing Academy



MFA EX: Agenda

7:45am

REGISTRATION

MFA Welcome
Sophie Madden, CEO, MFA



Motivation, Mindset and Attitude - Part 1

Speaker: **Ken Allen, Phuel**

In an increasingly digitally focused world, we will explore the power of the essentially human attributes of Mindset, Motivation and Attitude in making a difference. Including how increasing your self awareness and self-confidence enables you to have greater control over your behaviour and results. We explore strategies and tools that focus on the mindset required to consistently perform at your best and put these to the test, live in front of 1500 people!



Leader in the Hot Seat

Brent Smart, CMO, IAG

Interviewer: **Paul McIntyre, Executive Editor, Mi3**



Smarter, Faster, Accountable... Unpacking the Bite of Automation

Presented by: **ATOMIC 212^o**

Moderator: **Carolyn Maloney, People & Culture Director, Atomic 212^o**

The rise of automation in agencies and the impact on our work, structures and ultimately the people. 'What does an automation enabled results driven agency look, feel and behave like?'

Speakers:



Aaron McEwan
HR Advisory
Leader, Gartner



Allison Earl
Speaker, Author
& Trainer



Elias Lattouf
Agency Lead,
Google



Inspiration X

How data privacy is changing customer centric marketing

Speaker: **Suryabala Shenbagamurthy, Performance Manager, IKON**

Data really powers everything that we do....., so let's do the right thing.



From OOH to GO: Industry leaders share their vision for the future of Outdoor

Presented by: **OUTDOOR
MEDIA
ASSOCIATION**

Moderator: **Brent Smart, CMO, IAG**

IAG CMO Brent Smart will put the spotlight on Out of Home advertising effectiveness, leading a panel of industry experts to tackle the burning questions from digital measurement to industry standardisation and what's on the horizon in the next five years.



Speakers:



Brandon Cook
CEO,
oOh! media



Kirsty Dollisson
Managing Director,
TorchMedia



Steve O'Connor
CEO,
JCDecaux



John O'Neill
CEO,
QMS Media

Leader in the Hot Seat

Peter Horgan, CEO, Omnicom Media Group

Interviewer: **Paul McIntyre, Executive Editor, Mi3**



Sharing Lessons in Effective Innovation

Presented by: **groupm**

Speaker: **Dr Jordan Nguyen**

Dr Nguyen will guide the audience through both the disruptive challenges and the exciting opportunities we face, and how these will enable people to better connect and communicate in our rapidly evolving world.

Dr Jordan Nguyen, a young biomechanical engineer and Australian of the Year Finalist (NSW), will share his incredible journey from university student to world changer. When he almost broke his neck diving into a swimming pool, Dr Nguyen went on to invent a mind-controlled smart wheelchair for high-level physical disability, and through his social business Psykinetic has since developed a wide range of inclusive technologies.



10:40am MORNING TEA

Leader in the Hot Seat

James Warburton - CEO, Seven West Media

Interviewer: **Paul McIntyre, Executive Editor, Mi3**



SEVEN WEST MEDIA



Why “The Whole Self” Is Greater Than The Sum Of All Parts

Presented by: **PUBLICIS MEDIA**

Moderator: **Sherilyn Shacknell, CEO, The Marketing Academy**

It's often said that a company's people are its greatest asset. And yet the retention of top talent in the media and marketing industries remains a challenge. In this session, a panel of industry leaders will explore how having the right people-focused culture can directly translate into commercial success for businesses, and the much broader positive impact it can have on a society.

Speakers:



Nick Cummins
Creative Partner,
The Royals



Melina Cruikshank
Chief Marketing
Officer, REA Group



Andrew Oughton
Marketing &
Innovation
Director AUS,
Diageo



Pauly Grant
Chief Talent
Officer, Publicis
Groupe

Leader in the Hot Seat

Peter Cornelius, Managing Director, Ebiquity

Interviewer: **Paul McIntyre, Executive Editor, Mi3**



The Curse of Data: overcoming short-termism with dual-speed strategies

Presented by:



Speaker: **Joe Lunn, Chief Strategy Officer, Mindshare**

Daniel Kahnemann, the nobel-prize winning behavioural economist, wrote about thinking 'fast and slow'. To deliver enduring effectiveness in today's media landscape we need to embrace 'strategy, fast and slow'. In a data-rich world, it's too easy to focus on the fast, quick wins and planning to the metrics we can easily measure.

In this session, speakers from across the industry will showcase best practice examples from the MFA Awards finalists, sharing their insights into how to deliver effectiveness in both the short and the long-term.

Inspiration X Are you R&Dy?

Speaker: **Chloe Hooper, National New Business & Marketing Director, PHD**

Putting Australia on the map for media-innovation. An industry-wide solution to investing in R&D.



Are we Pitching or are we lying to ourselves?

Presented by:  Hearts & Science

Speaker: **Jeremy Bolt, CEO, Hearts & Science**

Complexity is increasing, agency costs are rising, but fees are only going one way. While agencies are typically asked to present digital transformation, strategic thinking measurement, agile processes, transparency and data-driven everything, the most important driver of a pitch outcome often comes down to a pricing sheet and the fee proposal.

One of the biggest lines in a company's P&L is entrusted to the lowest tenderer, what could possibly go wrong! Who do YOU think will incur the most harm?

Jeremy explores how we can all play a part in changing the narrative and the perception of our industry and be valued accordingly. Jeremy is not a media native, he comes from a commercial and management consulting background having spent 9 years with Deloitte and 6 years running his own agency prior to joining Omnicom.



Inspiration X


For more effective media planning we need to stop hiring media planners

Speaker: **Thomas Davies, Strategist, Mindshare**

What would happen if media agencies enforced a ban on hiring caucasian business graduates? An exploration of initiatives our industry could use to benefit from the 'edge effect'.



Stay or Stray

Presented by: 

A live, interactive social experiment to seek answers for our industry's high churn rate. This session will measure the cumulative effect of common happenings in agency life, both negative and positive, on people's decision to stay or stray. Importantly, the insights generated from the audience of 1500 people will be built into an open-source platform for the entire industry to use in 2020, becoming a tool for continued analysis and insight.

Speakers:



Scott Laird
National Director,
People & Culture,
Initiative



Dr Laura Kirby
Organisational
Psychologist



Sam Geer
Chief Strategy Officer,
Initiative

Leader in the Hot Seat

Katie Rigg-Smith, CEO, Mindshare

Interviewer: **Paul McIntyre, Executive Editor, Mi3**



HYLAND

Industry Trade Press, Friend or Foe?

Moderator: **Megan Brownlow, Deputy Chair, MFA Board**

The Australian Industry Trade Press is a cluttered and highly competitive market. We often complain that in order to survive, the Australian Trade Press focus on generating click bait through negative stories, creating controversy and anonymous and sometimes toxic commentary – but is that a fair assessment? This session will assess how our Trade Press stacks up against other markets and how we can work together to lift the quality of discussion in the public arena.



Speakers:



Paul McIntyre
Executive Editor,
Mi3



Tim Burrowes
Founder,
Mumbrella

Inspiration X

A Passionate Case for the Side Hustle

Speaker: **Georgina Debenham, Planning Manager, PHD**

How the side hustle can unlock intrinsic motivation that carries into your 9 to 5 and positively impact on the broader business.



Killer Questions

There is no such things as a stupid question - or is there? In this session we ask you - the audience - to put your hard hitting questions to some of our industry leaders and MFA board director representatives.

Speakers:



Toby Barbour
CEO,
Publicis Media



Melissa Fein
CEO,
Initiative



Brett Dawson
CEO,
Bohemia Group



Henry Tajer
CEO,
Dentsu

Motivation, Mindset and Attitude - Part 2

Speaker: **Ken Allen, Phuel**

We will revisit the power of the essentially human attributes of Mindset, Motivation and Attitude over results. And put the strategies and tools that focus on the mindset required to consistently perform at your best - to test, live in front of 1500 people!



MFA Close

Peter Horgan, CEO, Omnicom Media Group

4:00pm

EVENT CLOSE

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The graphic features a dark background with a diagonal split. The left side is black, and the right side is a gradient of gold and brown. A diagonal band of gold dots runs from the top-left to the bottom-right. On the right, there are several parallel, overlapping gold lines that create a sense of depth and movement. In the upper right, there are soft, out-of-focus gold circles. The text 'mfa awards 2019' is positioned on the left side, with 'mfa' in gold, 'awards' in white, and '2019' in gold.

mfa
awards
2019



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HOME OF THE OLYMPICS & PARALYMPICS

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CATEGORY

Behaviour Change



Fox Sports: Monty's Wicket Warnings

Mindshare

Client: **Foxtel**

Objective - To successfully launch Fox Sports Cricket, we needed a fundamental behaviour change: motivating people to pay for something they'd always enjoyed for free. Strategy - With less than 20 seconds of meaningful moments in 30 hours of cricket – and the rise of second screening – the majority of wicket were being missed. We needed to transform the viewing experience from passive and reactive to lean-in moments. Idea: Predict the Wickets - Introducing Monty, the world's first AI 'predictive commentator', who can tell you when a wicket's about to fall and ensure you're watching when it does. Analysing 83 variables for every ball and applying AutoML alphas, Monty triggered dynamic, real-time ads across display, pre-roll, the Fox Sports app and large format digital outdoor whenever a wicket was likely to fall. He was even on Google's Assistant. Results - Monty's accuracy peaked at 87%, but most importantly, he helped grow net sales; reduce CPA; and increase viewership. In short, Monty delivered cricket like never before.

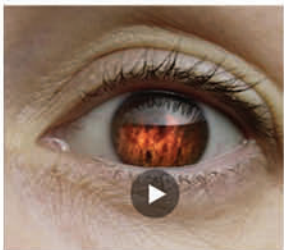


Get the "daily" with MyMacca's

OMD

Client: **McDonald's Australia**

MyMacca's a new pre-ordering app, where you skip the queue and get rewarded. Unfortunately, only a handful of people were using it, as customers only interacted with Macca's when they were in-restaurant, we needed them to fundamentally change their habit and use our app. We utilised "30 Days of 30 Deals", where 30 daily prizes were available, exclusively on MyMacca's. Our Strategy was to play with the "on demand" nature of our audience and use media as daily vehicle to generate action and app use. MyMacca's customers increased by 6 times, during and post campaign, successfully creating a new MyMacca's habit!



Compacency Kills

Wavemaker

Client: **South Australian Country Fire Service**

Every summer, the threat of lives being lost through a major bushfire in South Australia is real. But there is also no guarantee that there will be a fire. This lack of immediate threat has bred complacency. How do we convince people they need to be prepared for something they think will never happen? The idea: If it was hot, the threat felt real, we could change behaviour. Our campaign was embedded in weather signals. The activity resulted in an unforeseen amount of people completing their '5 Minute Bushfire Survival Plan' and could save lives.

CATEGORY

Real Time Marketing



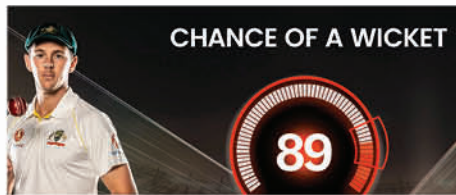
More than a Chatbot

Zenith Media

Client: **Heineken**

Collaborating Partner: **Space66**
- Development Partner

The Formula One is not just about fast cars, it's about fast thinking. Being quick on your toes both on and off the circuit is what makes it the most sophisticated attraction of the year. Our custom-built chatbot was born. Three challenges over the course of three days, responding in real-time. First, they'd need to charm our AI 'doorman', next their fashion choices would be critiqued by Miss World Erin Holland and finally they'd need to convince David Coulthard they knew their tarmac from tuxedo. With geo-located pubs, real-time beer redemption and tickets, it really was more than a chatbot.



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The News in Colour

Bohemia Group

Client: **News Corp**

Collaborating Partner: **M&C Saatchi**
- Creative agency collaborator

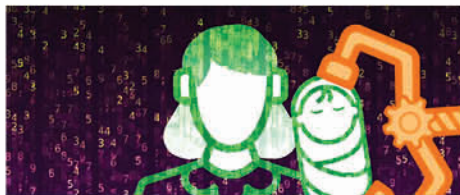
How do you create a news.com.au 'habit' amongst those getting their news from social media?

The answer: create a real-time marketing campaign over 6 months to highlight THE FULL SPECTRUM OF NEWS, AS IT HAPPENS. By building frequency behind highly topical stories we would open the audience's eyes to news that they may not have seen in their social feed. In real-time, a team of News.com.au journalists, marketers, creatives and media-planners worked together to pick two contrasting stories from the day- bought to life with immediate effect in DOOH and on TV. Monthly unique users increased by +13% (vs a target of 5%).



CATEGORY

Business Impact



GSK Children's Panadol: First-timers

PHD

Client: **GSK Panadol Australia**

Collaborating Partners:

Annalect - Data and Tech, **Resolution SEM & SEO**,
Kidspot, **Host Havas** - Digital creative production

First Time Mums were using Children's Panadol incorrectly. Using babies ages to calculate dosage, NOT their weight. Trust and sales were in decline.

The real challenge was reaching the unreachable - First Time Mums. A target that technically did not exist AND with 25,000 new babies born each month, this target makeup was constantly changing. So, we built her ourselves, through a custom-made algorithm. Built from 8 billion observations, scanning the internet every 24 hours. Analysing her behavioral triggers, then serving her the most relevant and helpful baby health content she was just looking for, opening the door to our "correct dosing" message.



Omtanke: Rethinking Volvo

Mindshare & whiteGREY

Client: **Volvo Australia**

Objective - Volvo is synonymous with safety. Unfortunately, this was our problem: our difference had become commoditised in a declining category. We needed to make Volvo meaningful and stop the sales rot. Strategy - For a select group of premium car buyers, luxury had shifted to a more conscious expression of intelligence. With Volvo's heritage, the opportunity was to bring Volvo's ingenuity and empathy to life, showing how it impacts life beyond just our cars. Execution - We shifted to a brand-led approach, moving away from one-off model promotions and adapting existing offers into an always-on layer, using data signals to convert intent. Neuroscience was applied to optimise emotional impact across audio visual channels, while Volvo's commitment to sustainability was brought to life through the Volvo Living Seawall, a world-first initiative designed to improve marine life. Results - Volvo became meaningful again, with brand attributes up 92% and consideration increasing 136%. Crucially, sales followed, up 43% in a declining category, leading to a 47% increase in market share.



#homeiswhereyouparkit
#wanderlust
#campvibes
#justanotherdayinwa
#liveoutdoors



#roamtheplanet
#exploretocreate
#traveldiary
#nomadic
#theoutdoorfolk



The Test Experts

Initiative Australia

Client: **Specsavers**

The Test Experts is one of the deepest integrations in Australian sport. Born off the insight that sport requires more clarity of vision than anything, Specsavers become the official eye care partner to the Australian Cricket Team & broadcast sponsors of the 2017/18 Ashes series. Seeking to shift perceptions away from discount eyewear retailer to trusted eye-care provider, the brand used deep integrations, activations and content to help the team, umpires, commentators and fans see better throughout the season. This multi-year partnership surpassed all business goals in its first year, and made Specsavers the currency for eye-care in Australian culture.



RACQ Pet Search

UM Australia

Client: **RACQ**
 Collaboration Partners: **Clemenger BBDO Brisbane, RACQ Publishing**

To make RACQ the Queensland Pet Insurance provider of choice, we needed a campaign that would establish their affinity with pets and find a way of identifying which customers had the strongest owner-pet relationships. We leveraged and pride Pet Owners have for their pets by offering the chance for their pet to become famous as the face of the inaugural RACQ Pet Calendar.

The RACQ Pet Search Campaign smashed business targets over the campaign period. Sales were up 38% YOY. Renewals exceeded targets by 65%. And 31,577 pets were entered vs our target of 5,000. All in just 62 days.



The DNA of Shared Milestones

OMD

Client: **AncestryDNA**

AncestryDNA kit sales had plateaued and our biggest challenge was urgency - 'My DNA isn't changing, what's the rush?'.

Through a full content, social and search analysis, we uncovered that the desire for self-discovery ignites most when moving forward with another person, because there's nothing more intimate than finding out about yourselves together.

Knowing this, we produced three heart-warming content pieces, featuring real people who had real, life-changing experiences with loved ones, as a direct result their AncestryDNA test.

The content resulted in a 128% increase in sales, overachieving on our target by 6 times and breaking our sales plateau.

CATEGORY

Partnerships



Breaking records by getting mean: Invigorating a barely known brand in a plummeting market

Innocean Worldwide & Nine

Client Company: **Kia Motors Australia**
 Collaborating Partners: **Havas Media**

Increasing sales seems reasonable enough for a car launch doesn't it? What about in a declining (-20.4%) segment, only supporting 60% more expensive GT variant? What about when Cerato ranking is 7th, with low awareness after 15+ years in Australia? What about when your AO launch platform is flooded with countless sponsors and broadcast partner been appointed only a few months prior? Innocean, Nine & Havas helped increase sales by 6.2%, doubled GT sales, full year forecast uplift of \$37.7 million, up to 60% uplift in brand perceptions, and Kia's most successful January ever - with the brand moving into 5th place for the first time in history.



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Pepsi MAX - MAX Your Summer

PHD

Client Company: **PepsiCo**

The soft drink market in Australia across summer is highly competitive. To differentiate itself, Pepsi Max took a different approach. Instead of showing people what summer looked like, we gave Aussies the inspiration and motivation to take action of their own summer. In a unique data partnership with Time Out we gained access to all their summer events' data across Australia. With this we developed an algorithm that analysed a users' location, day of the week and time of day then served them details of nearby events within walking distance with specifics on when, where and how to get there allowing working professionals to MAX THEIR SUMMER.

Sponsored by



Coles & Taste Partnership

News Corp

Client: **Coles Group**

It's the country's largest commercial digital partnership of its kind: taste.com.au, Australia's largest and most trusted food recipe website, and FMCG giant Coles Supermarkets, together leveraging their brand strengths and capabilities. This powerhouse partnership delivers a unique and innovative multi-platform experience, targeting Australians searching for recipe inspiration while at work, at home, and on the go. The deeply integrated digital approach has a clear mission: to help Australians solve the daily 'what's for dinner?' dilemma by providing value and convenience via easy weeknight family meal solutions that can be shopped online and in store.



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practical tools, and more – delivered to your inbox.
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Think with **Google**

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CATEGORY

Brand Impact



Get back to your Asian adventure

Bohemia Group

Client: **Aspen Pharmacare**
Collaborating Partner: **Ogilvy Health**

How do you get young people, who think they're bullet-proof, to prepare for diarrhoea by buying Gastro-Stop? Answer: Show them how it would rip apart their long-saved for Asian holiday.

We brought this to life across their travel path to purchase; whilst they were dreaming about escaping their boring commute, booking travel with the major online travel agents, in the airport bathrooms, and even on their travel itinerary boarding passes.

For the first time Gastro-Stop became the category's most well-known brand. We drove the desired change in behaviour - with 69% of people treating v 50% before the campaign (the goal was 60%).



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PHD

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From Couch to Coast: Using Media as an intelligence tool for the Central Coast

AFFINITY

Client: **Tourism Central Coast**

The Central Coast, NSW. If you lived in Sydney (Australia) in 2017 chances were you wouldn't have anything good to say about it. We developed a broad marketing initiative that transformed the Central Coast from Central Bogan to "Tourism Boom" in just nine months. How did we change perceptions so dramatically and efficiently? We developed a unique method to create 1st party data and empirically test positionings. Our data-driven insight underpinned an integrated campaign that generated \$186Million in additional tourism (an increase of 22.3%). This campaign demonstrates how using data can be used in new ways to generate strategic insight, delivering the Central Coast's highest-ever tourism numbers and over \$1Billion in total spend.

Give your brand impact with Australia's most distinctive network



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a world of difference



Thrush The Musical

PHD

Client: **Bayer**

Collaborating Partner: **SketchShe**

If you can't talk about it, sing about it! That was the idea behind Thrush: The Musical, a blockbuster comedic jaunt about a common vaginal infection many women are too embarrassed to admit having. Thrush treatments are a non-prescription medicine which can ONLY be obtained upon consultation of a pharmacist. Canesten was increasingly at the mercy of pharmacists recommending pharmacy-owned and low-price generic treatments instead of Canesten. We needed women to ask for our brand BY NAME. By behaving bravely and breaking category convention, we made Canesten SYNONYMOUS with thrush, with a 22.9% increase in brand awareness and 86.5% recall amongst our audience.



Omtanke:

Rethinking Volvo

Mindshare & whiteGREY

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Innovation in Media

Sponsored by **OMA MOVE**
Measurement of Outdoor Visibility and Exposure



Leveraging scars as a media channel: Pay with pain

Bohemia Group

Client Company: **Ozmosis / Rip Curl**
Collaborating Partners: **M&C Saatchi Group**

How do you earn the attention of the Gen Z surf/skate audience and reposition Ozmosis as an aspirational clothing store (increasing sales by 10%)?

The answer: turn their cred into a currency. Every skater and surfer has bumps and scrapes that are proudly seen as a mark of persistence and determination. So we leveraged their 'wounds' as a medium to drive both earned attention and retail traffic. 'Show us your scars to get \$20 discount'. Influencers, surf magazines, in store, events and digital promoted the notion of 'paying with pain'. Overall the campaign helped deliver 13% uplift in sales and a 3% uplift in profit.



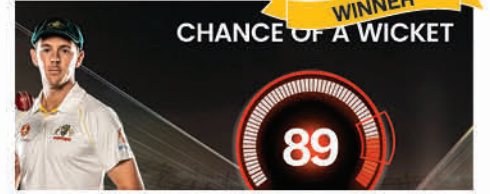
Bacardi #MojitoMoment

OMD

Client: **Bacardi Martini Australia**

Bar-goers had lost touch with how, where and when to enjoy Bacardi. To make the Bacardi Mojito a drink that every bar-goer wanted, we created The Bacardi #MojitoMoment. We sought out 60 influencers and asked them to create and share their own authentic summer #MojitoMoment on Instagram. Then we cherry-picked 429 digital OOH panels close to bars and served the latest #MojitoMoment photos in real-time, creating the sense of Bacardi Mojitos being ordered by everyone that mattered, everywhere that mattered.

Our approach led to a 400% over achievement of Bacardi Mojitos sold – that's 1.5million – and 19.5% year-on-year growth in on-premise sales.



Fox Sports: Monty's Wicket Warnings

Mindshare

Client: **Foxtel**

Objective - To successfully launch Fox Sports Cricket, we needed a fundamental behaviour change: motivating people to pay for something they'd always enjoyed for free. Strategy - With less than 20 seconds of meaningful moments in 30 hours of cricket – and the rise of second screening – the majority of wicket were being missed. We needed to transform the viewing experience from passive and reactive to lean-in moments. Idea: Predict the Wickets - Introducing Monty, the world's first AI 'predictive commentator', who can tell you when a wicket's about to fall and ensure you're watching when it does. Analysing 83 variables for every ball and applying AutoML alphas, Monty triggered dynamic, real-time ads across display, pre-roll, the Fox Sports app and large format digital outdoor whenever a wicket was likely to fall. He was even on Google's Assistant. Results - Monty's accuracy peaked at 87%, but most importantly, he helped grow net sales; reduce CPA; and increase viewership. In short, Monty delivered cricket like never before.

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CATEGORY

Long-term Results

Sponsored by



Creating Travel FOMO drives long term growth for Gastro-Stop

Bohemia Group

Client: **Aspen Pharmacare**
Collaborating Partner: **Ogilvy Health**

How do you consistently get young people to care about diarrhoea medicine? Answer: By showing them how it would destroy a rite of passage – their Asian travel adventure. We brought this to life across their travel path to purchase; whilst they were dreaming about Asian travel during boring commutes, booking travel with the major online travel agents, in the airport bathrooms, and even on their travel itineraries/ boarding passes. Over the long-run of the campaign, Gastro-Stop became the category's most well-known brand. We drove the desired change in behaviour - with 69% of people treating v 50% before the campaign (the goal was 60%).



Driving Australia to Hybrid

The Media Store

Client: **Toyota Motor Corporation Australia**

To deliver to its mobility vision for society, Toyota has to significantly increase the number of Hybrid vehicles it sells in Australia by 2020 but the challenge was that the consumer understanding of the benefits for Hybrid was so low. We designed a multilayered communications strategy to increase perception, education, and consideration of Hybrid by authentically engaging our "Hybrid Availables" through their passions, partnering with Mamamia, National Geographic, CarAdvice and AFL & Cricket broadcasters.

Since launch of comms in 2017, long term consideration for Hybrid (as measured by Roy Morgan) has grown substantially, and as a result Toyota Hybrid sales have significantly increased to put us on track to deliver to Toyota's vision for 2020.



The Australian Open 2017-2019: Hitting the winning serve

Zenith Media

Client: **Tennis Australia**

The AO is one of the most prestigious and successful sporting events in the world, achieving YOY record-breaking attendance figures. Despite record numbers, we were tasked with growing the event even further and deliver yearly increases in ticket sales.

For an event already so successful, there wasn't one single strategic idea that was going to generate the lift in sales, instead the solution was executing a series of "one-percenter" tactics to provide us the cumulative growth. Implementing 4 key tactics, we improved ticket sales +6% from 2017-2019, with increases of +2% in 2017, +0.4% in 2018, and +6% in 2019.



Make bigger things happen

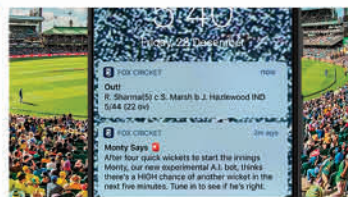
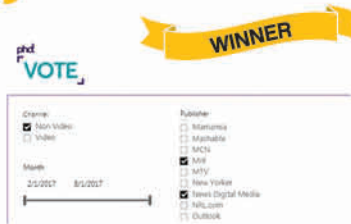
Initiative Australia

Client: **Officeworks**
Collaborating Partner: **AFJ**

Officeworks undertook a remarkable marketing-driven business transformation that brought the ambitions and aspirations of their consumer to the heart of the business. A pen doesn't just write, it helps you sign the lease for your first small business. A printer doesn't just print, it helps you hand in the final thesis for your degree. A backpack doesn't just carry books, it makes sure your child is prepared to succeed every day of the week. Reframing Officeworks offering through the right balance of rational and emotional-led communications shifted it from a leading retailer, to a beloved one.

CATEGORY

Technology



GSK Children's Panadol: First-timers

PHD

Client: **GSK Panadol Australia**
Collaborating Partners: **Annalect** - Data and Tech, **Resolution SEM & SEO**, **Kidspot**, **Host Havas** - Digital creative production

First Time Mums were using Children's Panadol incorrectly. Using babies ages to calculate dosage, NOT their weight. Trust and sales were in decline. The real challenge was reaching the unreachable - First Time Mums. A target that technically did not exist AND with 25,000 new babies born each month, this target makeup was constantly changing. So, we built her ourselves, through a custom-made algorithm. Built from 8 billion observations, scanning the internet every 24 hours. Analysing her behavioral triggers, then serving her the most relevant and helpful baby health content she was just looking for, opening the door to our "correct dosing" message.

VOTE

PHD

Client: PHD

VOTE was created at a time when it seemed that the market was myopically focused on Viewability. It delivered a real-time research study and interactive dashboard that fused live ad verification data with on-target performance and brand lift studies. The output was a digital quality planning currency that enabled us to identify the best sites and formats to successfully meet our client's digital media objectives. It became ubiquitous across the agency, a key component to our digital planning, delivering massive efficiencies and effectiveness and ultimately it was the Innovation that led to PHD coming 6th in the 2018 Australian Financial Review's "Most Innovative Companies" award.

Fox Sports: Monty's Wicket Warnings

Mindshare

Client: Foxtel

Objective - To successfully launch Fox Sports Cricket, we needed a fundamental behaviour change: motivating people to pay for something they'd always enjoyed for free. Strategy - With less than 20 seconds of meaningful moments in 30 hours of cricket - and the rise of second screening - the majority of wicket were being missed. We needed to transform the viewing experience from passive and reactive to lean-in moments. Idea: Predict the Wickets - Introducing Monty, the world's first AI 'predictive commentator', who can tell you when a wicket's about to fall and ensure you're watching when it does. Analysing 83 variables for every ball and applying AutoML alphas, Monty triggered dynamic, real-time ads across display, pre-roll, the Fox Sports app and large format digital outdoor whenever a wicket was likely to fall. He was even on Google's Assistant. Results - Monty's accuracy peaked at 87%, but most importantly, he helped grow net sales; reduce CPA; and increase viewership. In short, Monty delivered cricket like never before.

All Eye Want for Christmas

Wavemaker

Client: **Jetstar**
Collaborating Partners: **JCDecaux**, **JWT**

For many, the festive season is a stressful time of the year and we know Australians would rather be relaxing on a banana lounge than having to think too hard over Christmas...

So, Jetstar used advanced eye-tracking technology to bring a bit of cheer to potential holiday makers. Images of holiday destinations were displayed on interactive OOH panels to passers-by. Eye-movement was measured and the destination that held the user's gaze was identified. Within seconds, a special sale fare was displayed to their preferred destination and gift cards were dispensed as an additional gift. This OOH execution became the centrepiece of Jetstar's biggest Christmas sale yet!

CATEGORY

Data & Analytics



GSK Children's Panadol: First-timers

PHD

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Collaborating Partners: **Annalect** - Data and Tech, **Resolution SEM & SEO**, **Kidspot**, **Host Havas** - Digital creative production

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From Couch to Coast: Using Media as an Intelligence Tool for the Central Coast

AFFINITY

Client: **Tourism Central Coast**

The Central Coast, NSW. If you lived in Sydney (Australia) in 2017 chances were you wouldn't have anything good to say about it. We developed a broad marketing initiative that transformed the Central Coast from Central Bogan to "Tourism Boom" in just nine months. How did we change perceptions so dramatically and efficiently? We developed a unique method to create 1st party data and empirically test positionings. Our data-driven insight underpinned an integrated campaign that generated \$186Million in additional tourism (an increase of 22.3%).

This campaign demonstrates how using data can be used in new ways to generate strategic insight, delivering the Central Coast's highest-ever tourism numbers and over \$1Billion in total spend.

From Cookies to Consoles; how Carat helped Xbox measure the un-measurable

Carat

Client: **Microsoft**
Collaborating Partners: **Facebook**

Xbox Game Pass is the revolutionary subscription service from Microsoft which gives users unlimited access to over 100 games on-demand. The brief was simple; to generate new subscribers, but we had a unique challenge on our hands... Analyzing sign-up data uncovered that an overwhelming percentage of activations occurred on the console itself. How would we measure and optimize our media to a point of conversion that existed on a platform that could not be tracked?

We re-defined the traditional methods of offline attribution by embedding Microsoft's first party data at the heart of everything we did. This enabled us to optimize our campaign to sign-ups as they occurred on the console. Doing so dramatically increased the effectiveness of our media, delivering incremental acquisitions and reducing the cost of each new subscriber.

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Setting a New Benchmark for Effective Media Measurement

OMD

Client: **Coles**
Collaborating Partners: **Beatgrid** - Technology Provider, **Lewers** - Brand Metric Measurement

Success for Coles supermarkets comes from a core metric – store visits (trips). In Australia, in store foot traffic had declined 9%, year on year. We needed to understand the influence of communications to enable more Coles trips, with better efficiencies. Implementing world first technology, we developed a single source measurement across media, brand metrics and footfall. This determined the optimal media and creative mix to deliver brand influence and trips. This achieved 1600% ROI on the cost of the project and seven figure media savings. We continue to increase savings by optimising daily impacts to footfall.

Securing the Road Forward for NRMA

Spark Foundry

Client: **NRMA**

To help NRMA Road Side Assistance secure their future we leveraged their data to provide an econometric powered view of how changing their approach to media could reverse their 4% YOY sales declines. The model highlighted that we needed to shift our investment away from brand driven channels, such as TV, and focus our efforts on owning the road with Radio, where we knew our message would be more contextually resonant. While it was a simple shift, the results were astounding, as NRMA for the first time in 5 years they saw sales growth of 20%.

media
for all





Find your true north

Havas Media

Client Company: **Emirates**
 Collaborating Partners: **Spotify**

Spotify o build a deeper, more personal relationship between Emirates and Australian travellers, we created an original, content-driven campaign that leveraged Emirates' vast global-network and the power of music. Partnering with Spotify, we developed the world's first musical algorithm that analysed an individual's music taste and data to align them with their perfect Emirates destination. From the algorithm questionnaire to the 12 music-based destinations, we created bespoke content and personalised experiences for each city-guide, including identifying the local music-talents, hot-spots and playlists. In 3 months, an additional 1300 flights were searched, almost 100 booked and 'True North' was the most successful campaign Spotify has run to-date.



Thrush The Musical

PHD

Client: **Bayer**
 Collaborating Partner: **SketchShe**

If you can't talk about it, sing about it! That was the idea behind Thrush: The Musical, a blockbuster comedic jaunt about a common vaginal infection many women are too embarrassed to admit having. Thrush treatments are a non-prescription medicine which can ONLY be obtained upon consultation of a pharmacist. Canesten was increasingly at the mercy of pharmacists recommending pharmacy-owned and low-price generic treatments instead of Canesten. We needed women to ask for our brand BY NAME. By behaving bravely and breaking category convention, we made Canesten SYNONYMOUS with thrush, with a 22.9% increase in brand awareness and 86.5% recall amongst our audience.



Bond - Founders University

Wavemaker

Client Company: **Bond University**
 Collaborating Partners: **Pedestrian TV**

How does one stand out amongst 175 tertiary-education institutions vying for the attention of young Australians? The answer: by being ambitious, authentic, and apposite in order to build a real connection. Identifying where youth culture and tertiary education intersect, we collaborated with Pedestrian TV to create Founders University, a behind the scenes-video-series profiling Australia's most successful youth start-ups. Far from being puff pieces that told stories through rose-tinted glasses, the series was a raw representation of what it takes to succeed. Bond University connected with young Australians and earned permission to be part of their lives, driving tangible brand growth.

This is an award-winning ad.*

Perfectly designed for a Cannes case study. Crafted for commendations and agency credentials. Another shiny piece of metal for the mantle. When creation is for credit whose opinions are we pursuing? Maybe it's time we participated with purpose. Powerful pieces of advertising shape and make our world. Our voices can create national conversation. There are advertising codes that set high standards. Together, we can exceed them. Ad Standards want to celebrate those that push the boundaries of culture and use creativity to drive diversity, dismantle stereotypes and move the dial on societal dilemmas. You can nominate ads that positively progress our world and help create kinder conditions. Because a kinder world? Well that should be rewarding enough.

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Work bigger, work better

From IT to the board room

Starcom

Client: **Samsung Australia**
Collaborating Partners:
Elastic Studios - Production

To increase leads for Samsung's business mobility solution and particularly their disruptive DeX unit, we had to convince IT departments to think beyond hardware and drive trial of mobile technology better aligned to the nature of modern work.

How? By bypassing IT departments altogether and targeting those who need these solutions the most: C-Suite executives within SMBs, SMEs and ENTs. We engaged key business leaders and asked them to embrace and adopt the product, producing content off the back of this that increased leads and positioned Samsung as a thought leader focussed on transforming modern mobile work practices.



The DNA of shared milestones

OMD

Client: **AncestryDNA**

AncestryDNA kit sales had plateaued and our biggest challenge was urgency - 'My DNA isn't changing, what's the rush?'.

Through a full content, social and search analysis, we uncovered that the desire for self-discovery ignites most when moving forward with another person, because there's nothing more intimate than finding out about yourselves together.

Knowing this, we produced three heart-warming content pieces, featuring real people who had real, life-changing experiences with loved ones, as a direct result their AncestryDNA test.

The content resulted in a 128% increase in sales, overachieving on our target by 6 times and breaking our sales plateau.

#MFAawards

CATEGORY

Pro-bono/Cause Marketing Incentive - In support of Pam Lane



AIME - The Hooded Hustle

Initiative Australia

Client Company: **AIME Mentoring**

Initiative partnered with AIME, an Indigenous mentoring non-for-profit to spread their homegrown solution for ending inequality across the world using nothing but hustle and human connection as our media of choice. Their goal was to crack the uncrackable, the USA... with zero media budget. We knew that a stunt or social campaign wouldn't be enough, instead we unleashed the largest face-to-face direct marketing campaign of 2018, THE HOODED HUSTLE. We drove 40,716kms around the states; visited 412 campuses; collected 3,668 applications and welcomed 240 future American leaders to the AIME family. The world changes not from behind a screen but face-to-face.



ALDI Mamia & Tresillian: an alignment of values to benefit families

Zenith

Collaborating Partners: **ALDI** - marketing team, **Tresillian** - PR team, **BMF** - creative assets

Google has become the new mid-wife, and is seen as the first place new parents to turn to as soon as something goes wrong. But a lot of the time, there is no replacement for an actual expert in the field. ALDI and Tresillian partnered to "be there every step of the way along the path to parenthood". Tresillian is the expert voice and the cause that ALDI wanted to get behind. This alignment of values has been successful, the partnership brought together two individual desires, aligning them, and fulfilling a want to contribute to communities and help them live a full and as rewarding life as possible.



OMDonate Continues!

OMD

At the heart of OMD's culture, is our desire to be known as an organisation that not only takes care of our people, but contributes to the wider community. Our actions of giving back are reflected in our core value, 'we care'. In this entry, we outline how we enable our people to give back through OMD's many social responsibility initiatives. We look at the success of our charity arm, OMDDonate, and the incredible community initiatives we have been involved with. Specifically focusing on our partnership with the Sony Foundation, helping to protect at-risk youth in Australia.



The Koala Museum EST. 2050

Starcom

Client Company: **World Wide Fund for Nature Australia**
Collaborating Partner: **Habitat**

We needed to save koalas now or risk losing them by 2050 in New South Wales, Sydney, Australia. Tree-clearing increased 800% from 2013 to 2016, reducing koala's habitat by 80% in 2017. We set out to highlight this plight and collect 500 signatures to challenge politicians to commit to protections for a national icon. Our idea, The Koala Museum (established 2050) transported visitors to a time where we could only remember koalas through showcasing them as if they were extinct by presenting a taxidermy koala, skeletal remains, as well as content to learn about how Australia could have prevented their demise.

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CATEGORY

Agency Talent & Culture

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People First Expansion

The Media Store

At the start of 2017, Toyota confirmed they would cease production in Australia and relocate their Toyota and Lexus marketing headquarters from Sydney to Melbourne. As their largest partner, with over twenty year's client tenure, The Media Store faced the challenge of opening an additional office in Melbourne. They set themselves ambitious staff retention, agency ranking and cultural targets which they well and truly smashed! Not only did they retain 86% of their people with a combined 194 years of experience on the accounts, but after just 5 months, they were ranked the #1 agency for being transparent in campaign negotiations and providing adequate insights by the Melbourne media owners. A 90% staff happiness score and being ranked the #1 agency for their people being proud of the work they produce and enjoying the culture followed. Finally, receiving certification as a 2019 Australian Great Place to Work was the final celebration on an incredibly successful People First strategy.



Driving People Engagement and Retention through Self-Leadership

PHD

In line with our vision to be recognised as one of Australia's smartest companies, PHD's talent & culture program 'Unlocking Smarts through Self-Leadership' is designed to change the way we engage our workforce. Having identified a challenge with millennials' uncertainty pursuing media as a long-term career and drawing from the insight that greater ownership would lead to empowerment led us to develop a specific program around the concept of Self-Leadership.

Through Self-Leadership, we were able to empower our people to be part of PHD's journey and realise their potential by playing an active role in their own growth.



OMD Australia

OMD

OMD is Australia's largest media agency. The agency has offices located across 6 of Australia's cities and is home to 600 employees.

In 2018, the industry turnover rate was averaging 36.9%. Even OMD, with our highly awarded culture and industry reputation, felt the pressure of these turnover rates - but we were determined to make a change.

In this entry, we outline how we drove change through our new employee engagement strategy, the OMD 3P's (Purpose, Professional & Personal Growth) and the success this approach has delivered to, and beyond expectations.



Initiative Australia

Initiative Australia

Yoga? Trivia? Flexible work? Charity Days? Yep, Initiative has 'em all. ...but so does everyone.

Tablestake benefits don't make magnetic culture, trust us. We had all these but ashamedly suffered a churn rate higher than the industry's already abysmal 26.1%. What actually creates change is purpose. In 2018 we bravely gave our people direct ownership of Initiative's structure, philosophy and trajectory. They created world-first roles, championed policies on inclusivity, environmentalism and mental health and eliminated disparities that still existed. Surprise surprise, real change = real turnaround. Churn halved (27% to 11.2%), NPS doubled (22% to 48.1%) in just one year.

CATEGORY

Bravery



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Leveraging scars as a media channel: Pay with pain

Bohemia Group

Client Company: **Ozmosis / Rip Curl**
Collaborating Partners: **M&C Saatchi Group**

How do you earn the attention of the Gen Z surf/skate audience and reposition Ozmosis as an aspirational clothing store (increasing sales by 10%)?

The answer: turn their cred into a currency. Every skater and surfer has bumps and scrapes that are proudly seen as a mark of persistence and determination. So we leveraged their 'wounds' as a medium to drive both earned attention and retail traffic. 'Show us your scars to get \$20 discount'. Influencers, surf magazines, in store, events and digital promoted the notion of 'paying with pain'. Overall the campaign helped deliver 13% uplift in sales and a 3% uplift in profit.

Thrush The Musical

PHD

Client: **Bayer**
Collaborating Partner: **SketchShe**

If you can't talk about it, sing about it! That was the idea behind Thrush: The Musical, a blockbuster comedic jaunt about a common vaginal infection many women are too embarrassed to admit having. Thrush treatments are a non-prescription medicine which can ONLY be obtained upon consultation of a pharmacist. Canesten was increasingly at the mercy of pharmacists recommending pharmacy-owned and low-price generic treatments instead of Canesten. We needed women to ask for our brand BY NAME. By behaving bravely and breaking category convention, we made Canesten SYNONYMOUS with thrush, with a 22.9% increase in brand awareness and 86.5% recall amongst our audience.

Championing
a dynamic
and valued
media industry



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foxtel
media

CATEGORY

NGEN Award



Supporting

UnLtd: **BackTrack**



BackTrack Guides

Sophie Liu

Agency:
Spark Foundry



Pay it Backwards

Maddison Crocker
& Sarah Ford

Agencies:
newsamp QLD



Ruff Pups

Bradley Easton
& Joshua Hogg

Agency:
Initiative



Walk a Mile in their Boots

Nolan Yu
& Max Learmont

Agencies:
OMD & M&C Saatchi



Welding hearts

Emily France
& Kirsten Nicola

Agency:
The Media Store

Empowering & inspiring NGENers to help them help themselves to build successful careers.

Industry Contribution

Stuart Bailey

Chief Digital Officer, PHD
and Chair, MFA Interactive Committee

Stuart Bailey's positive influence on our industry is wide reaching. Among his many contributions, he initiated and played a pivotal role in the development of the Australian Digital Advertising Practices, a joint initiative between the MFA, IAB and AANA. This set of guidelines was created specifically for Australian advertisers to facilitate better relationships with agencies, publishers and digital platforms, and to instill confidence in the digital advertising value chain for all participants.

The Australian Digital Advertising Practices are held up globally as best practice and Stuart's role in bringing together the major industry bodies was instrumental to the success of the initiative.

Stuart was also the driving force behind the MFA Digital Foundations accreditation program. Digital Foundations has led the charge in providing a consistent digital education across the MFA membership base, with the aim of safeguarding and future proofing the industry we work in. Now in its second year, the program has achieved equivalent standards across every media agency in Australia.



His passion for the industry, commitment to driving better practices and ability to keep the big picture in sight make Stuart one of our industry's greatest assets.

In the words of PHD CEO Mark Coad: "I have no doubt that in years to come, we will look back at the industry pioneers in the digital and data space, who helped put our Australian industry among global best practice, and Stu's name will be very high on that list."

Vincenzo Meoli

Commerical Director, HYLAND

It's probably impossible to find someone who has contributed more to the media agency industry than Vince Meoli. From the early days of his career in the 1990s, climbing the ranks to CFO of Young & Rubicam, to the decoupling of media and creative in 2001, to his tireless work with the MFA and Ad Standards, and more recently driving the delicate negotiations for the revision of the AANA Media Contract, Vince's energy and commitment to the industry is never in doubt.

As CFO of Mediaedge:CIA during the birth of media agencies, Vince was a pioneer in creating successful commercial structures for the new media agency model.

In his next move to OMD, his work alongside Leigh Terry and Peter Horgan was instrumental in the agency becoming one of the most successful in recent history.

In 2014, Vince joined independent agency HYLAND, a decade after he provided support to founder Virginia Hyland in launching the business. He continues to lend his time and expertise to numerous industry initiatives.

He has been an MFA Finance Committee member since 2004 and Chair since 2010. He is also an Ad Standards



Board member, and consistently meets and advises multiple agency leaders on legal and financial issues. Plus, he has found time to mentor more than 100 finance accountants and managers during his agency life.

In the words of MFA Chair and former colleague, Peter Horgan: "Vince is always the first to put his hand up for industry bodies and innovative initiatives in his field. He cares deeply about the media industry and the people in it."

Industry Contribution

Carol Morris

Everyone who has ever come into contact with Carol Morris can attest to her positivity, dedication and collaborative approach. From her days as Agency Manager at Merchant & Partners, and then as General Manager at UM – where she drove the Federal Government, Coles and Unilever wins – Carol went on to cement her impact on the industry as the Executive Director of the MFA, where during her tenure she turned the MFA into a true industry body and created the foundation for what the MFA is today. Including launching the unique and envied NGEN program, which has helped grow the careers of 7 out of 10 people in our industry today.

In 2013, she joined UnLtd as General Manager and was instrumental in growing the organisation's reach, funds, number of programs and impact on disadvantaged youth across Australia.

UnLtd Founder & Chair and AthletesVoice CEO Kerry McCabe says Carol had the most difficult job in the industry when she joined UnLtd. "Creating a movement and groundswell across an industry was a huge challenge," he says.

"It required a sound strategy and the ability to win individuals and companies over one at a time. Running an organisation with bold ambition and very limited resources is also a big challenge. As a leader, Carol's commitment, resolve and style enabled us to not only achieve our goals but to do so in a professional and organised manner."

John Grono, Owner of GAP Research, says he could write a thousand words and still not praise Carol enough. "She is selfless and dedicated to everything and everyone she works with, but always understanding of others," he said.



Carol is one of those rare people who is both passionate and compassionate in equal amounts about people, work, life, and helping others. She is also one of the nicest people that it has been my pleasure and honour to know and work with. I am proud to count Carol as a dear friend."

Mindshare MD Kerry Field worked with Carol in her roles at both MFA and UnLtd. She says: "What a woman! Supportive, friendly, compassionate, always helpful, always smiling and one of the most popular and loved individuals in the industry. My career is better off for knowing this fabulous lady. I am so happy that she is being recognised."

The graphic features a dark background with a diagonal split. The left side is black with a yellow dotted pattern. The right side is a gradient of gold and yellow, featuring several parallel, overlapping lines that create a sense of depth and movement. In the upper right, there are soft, out-of-focus light spots. The text '2019 HALL OF FAME' is positioned on the left side, with '2019' in a large, gold, sans-serif font and 'HALL OF FAME' in a smaller, white, sans-serif font below it.

2019
HALL OF
FAME

Anthony Fitzgerald

The 2019 MFA Hall of Fame recipient, Anthony Fitzgerald – or Fitzzy as he is better known – needs no introduction. In a career spanning 35 years, Fitzzy is widely known as a straight shooter, an innovator and leader of change.

He first rose to prominence during his 18-year stint at the Seven Network, where he progressed through the company from a sales cadet to Network Director of Sales, before moving to Multi Channel Network for another 15 years. At MCN, Fitzzy grew the business from a \$50million television advertising sales company to a \$1.2billion multimedia, sales, data, and systems/IT company.

Throughout his career, Fitzzy has been a committed champion for the industry, becoming involved in a number of initiatives, including being one of the driving forces behind the formation of television research, marketing and industry body ThinkTV.

PHD Australia CEO Mark Coad describes Fitzzy as one of the industry's pioneers. "At a time of fundamental shift in the TV landscape in this market, Fitzzy sought new ways to trade and execute TV advertising. He went on to build and lead a world-class TV trading system, which in its time was the envy of the industry. Above all that, he is universally recognised as one of the industry's good guys. Admired, fair, firm, decisive and effective. But above all else – widely respected. Congrats Fitzzy, there is no more worthy recipient."

WPP AUNZ Executive Chairman John "Steady" Steadman, a former recipient of the MFA Hall of Fame, agrees that Fitzzy is "a good guy all around".

"I first met Fitzzy when I was Media Director of JWT and he was a sales rep for TVW7 Perth out of Melbourne," Steady says. "He was always a tough negotiator who never showed his cards. It was very hard to see what he was thinking, but he always played fair and, importantly, he always delivered what he promised for our clients."

For Kurt Burnette, Chief Revenue Officer at Seven West Media, working with Fitzzy influenced the outcome of his own career. "Fitzzy was an influential person for me who came in at the very early years of my career," Burnette says.

"As his Sales Assistant, Fitzzy taught me the all the TV ropes as they were back then, as well as how to have fun on the way. More importantly, he helped instil the tenacity, leadership skills and the absolute belief in what you are



doing as a necessary ingredient if you are to have success and longevity in this game.

"He was a great mentor to work with and a formidable competitor to compete with – while also being a great collaborator to work with on creating good for the industry. A terrific executive, leader and person I'm proud to call a friend. This is a well-deserved recognition of his contribution to the industry."

Mandy Pattinson, Former Executive Vice President & GM, Discovery Networks, ANZ, describes Fitzzy as "a pioneer and legend of the Australian media industry".

"In a sector facing significant and relentless challenges, Anthony has always been at the forefront of driving transformative and revolutionary change with successful, world-leading innovations through technology, data and insights to name just a few," she says. "An inspirational and collaborative leader, the HOF Award is great recognition of his countless achievements and contributions to the Australian media industry. Congratulations, Anthony!"

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Omtanke:

Rethinking Volvo

Mindshare & whiteGREY

Client: Volvo Australia

Objective - Volvo is synonymous with safety. Unfortunately, this was our problem: our difference had become commoditised in a declining category. We needed to make Volvo meaningful and stop the sales rot. **Strategy** - For a select group of premium car buyers, luxury had shifted to a more conscious expression of intelligence. With Volvo's heritage, the opportunity was to bring Volvo's ingenuity and empathy to life, showing how it impacts life beyond just our cars.

Execution - We shifted to a brand-led approach, moving away from one-off model promotions and adapting existing offers into an always-on layer, using data signals to convert intent. Neuroscience was applied to optimise emotional impact across audio visual channels, while Volvo's commitment to sustainability was brought to life through the Volvo Living Seawall, a world-first initiative designed to improve marine life.

Results - Volvo became meaningful again, with brand attributes up 92% and consideration increasing 136%. Crucially, sales followed, up 43% in a declining category, leading to a 47% increase in market share.





With thanks to our judges

Aaron Vardon - Performics

Alex James - PHD

Amelia Ward - PHD

Amelia Priday - Havas Media

Amy Francis - PHD

Angela Swan - MAXMEDIALAB

Anna Camuglia - Starcom

Anne-Marie Cheney - Publicis Media

Arum Nixon - Foundation

Ashley O'Rourke - Publicis Sport & Entertainment

Bernie Shakeshaft - BackTrack

Bianca Wallis - Publicis Media

Brett Dawson - Bohemia

Catherine Edghill - Havas Media

Chloe Hooper - PHD

Christian Solomon - Mindshare

Dan Johns - Ippon

Danni Wright - Carat

Elaine Quirke - Wavemaker

Emily Cook - Team Red

Fernanda Martins - PHD Worldwide

Gai Le Roy - IAB Australia

Graeme Wood - Starcom

Grant Guesdon - MOVE

Grant LeQuesne - Wavemaker

Jacinta Mutukisna - OzTAM Pty Ltd

Jacqui Capel - Bohemia

James Keep - SCJ

James Boardman - Bohemia
James Graff - Woolworths@DAN
Jamie Connolly - Wavemaker
Jason Kendal - Ikon Communications
Jen Davidson - Tumbleturn Media
Jen Nicholls - The Media Store
Jeremy McNamara - Ikon Communications
Joe Lunn - Mindshare
Joel Brady - Mindshare
John Grono - GAP Research
Jonathan Betts - Hearts & Science
Jonny Cordony - Zenith
Joshua Lee - Annalect
Justin Monaghan - Ikon Communications
Kaga Bryan - Publicis Media
Kate Young - SBS
Kate Kopczynski - Nielsen
Kate Lippett - Ikon Communications
Kate O’Ryan-Roeder - Mindshare
Kathleen Murscher - Nielsen
Kathryn Furnari - PHD
Kim Raicevich - PHD
Kurt Burnett - Seven West Media
Kylie Sneddon - Zenith Media
Lachlan Kent - Seven West Media
Lauren Greer - Zenith
Leigh Terry - IPG Mediabrands
Linda Fagerlund - Spark Foundry Australia
Lisa Hosking - Starcom
Manon Pietra - PHD Media
Marie Jeanclaude - Nielsen
Mark Jarrett - PHD
Megan Brownlow - MFA Board
Megan Kay - Zenith
Megan Elliott - Zenith
Mel Aslanidis - Media Federation of Australia
Melinda Phillips - BackTrack
Melinda Walters - Zenith Media
Melissa Fein - Initiative Australia
Meredith Ansoul - PHD
Michaela Aguilar - Havas
Michelle Hood - Ferrero
Monia Montefusco - The Media Store
Nik Doble - OMD
Olga Raigada - Rest super
Patrick Whitnall - Publicis Media
Paul Murphy - Cummins&Partners
Paula Jones - Ad Standards
Pauly Grant - Publicis Media
Peita Pacey - OMD
Peter Horgan - Omnicom Media Group
Poorani Adewole - Mindshare
Rachel Troy - UnLtd
Rob Pyne - Realizer
Rob Farmer - Mamamia
Rowena Kanna - Volkswagen Group Australia
Ruby Grennan - NSW Government
Customer Service Dept
Sally Hellyer - Mindshare
Salome Opal Millmore - Mindshare
Scott Gillham - Nielsen
Sian Whitnall - OMD
Simon Gillibrand - Performics
Simon Schoen - Zenith
Simon Lawson - PHD
Sophie Price - Bohemia
Sophie Madden - Media Federation of Australia
Stella Carnegie - OMD
Steve Austin - Performics
Stewart Gurney - PHD Australia
Stuart Jaffray - Starcom
Susan Press - PepsiCo
Taylor Fielding - OMD
Theo Zisoglou - Bohemia
Thomas Davies - Mindshare
Toby Barbour - Publicis Media
Tristan Burrell - Ikon
Vanessa Nicol - Che Proximity
Virginia Hyland - HYLAND
Warwick Taylor - Zenith
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