

# mfa awards

## FAQs

### **MFA AWARDS**

#### **What are the MFA Awards?**

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign. The purpose of the Awards is to highlight the value that the media agency industry contributes to clients' businesses.

#### **Can I nominate myself to be a judge?**

Yes. Complete the [judging application form](#) on the MFA website. Please note, judges will go through a review process so not all applications will be accepted.

#### **When will the MFA Award finalists be announced?**

Finalists will be announced at the end of August.

#### **What are the eligibility dates?**

Campaigns launched within Australia between 1 January 2021 – 31 March 2022.

The Long-term category eligibility is 1 January 2020 – 31 March 2022.

#### **What are the deadline dates?**

Category deadline	4pm – 13 July 2022
NGEN	4pm – 15 July 2022

Entry deadlines are final, and no extensions will be provided. Access will be deactivated at 4pm on the date of the deadline.

#### **How do I enter the MFA Awards?**

All entries must be submitted via the online entry portal [here](#).

#### **Is there a fee to enter the Awards?**

Entry fees do apply, see as follows:

Members	\$517.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
NGEN / Pro-bono	\$120.00 incl GST per entry

#### **How do I pay for my entry?**

All entries must be paid in full using a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

#### **How many times can I enter a campaign?**

A campaign can be entered into a maximum of four categories and must be split

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across both 'Outcomes' and 'Execution'.

## **Can I submit a joint entry?**

Yes, make sure you include both companies details in the entry portal.

## **Where can I find more information about the categories?**

You can view the entry kit and criteria document [here](#).

## **Where can I download the NGEN brief?**

You can download the NGEN brief from the [MFA website](#).

## **What charity is the NGEN award aligned with?**

The NGEN award is aligned with the mental health charity [Batyr](#).

## **Will my client be contacted directly for any reason?**

Client details must be submitted into the entry portal. A verification email will be sent to the individual directly; whereby they will have the opportunity to view the submission and accept or decline what has been submitted.

Entries will also go through an independent review process and some clients may be contacted to verify details relating to a campaign.

## **What do I need to include with my entry?**

All entries must consist of a written response and media schedule (where applicable). The online entry portal will walk you through each step of the process.

## **What happens to the NGEN & Pro-bono entry fees post Awards?**

A percentage of the entry fees will be donated to the respective charities.

## **What supporting materials need to be included with my entry?**

All entries must include a media schedule in order to be considered for judging. *This excludes People & Community categories.* Please avoid including branded supporting documents.

## **Does my supporting material go towards my word count?**

No, the copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

## **Can I edit my entry after submitting it?**

No, once you have submitted your entry you cannot make changes.

## **Who will see my entry?**

Judging panels are made up of senior representatives from agencies, clients,

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creative, media owners and research companies. Any sensitive information can be marked/ saved as 'FOR JUDGES EYES ONLY' on the entry site.

## **Who will attend the Awards evening?**

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists. We expect approximately 500 people in attendance.

## **Who should I contact if I have any questions regarding the MFA Awards?**

Please contact Two de Force on [events@twodeforce.com.au](mailto:events@twodeforce.com.au)

## **MFA AWARDS DATABASE QUESTIONNAIRE**

### **What is the MFA Awards Database?**

It's a confidential questionnaire filled out by MFA Awards entrants after they have submitted their entry(s). The responses to the questions will inform the MFA's analysis and reports.

### **What is the purpose of the MFA Awards Database?**

The Media Federation of Australia are creating the foundations for a new MFA Awards Database that will be used to identify insights and principles of media effectiveness for the Australian media industry.

### **How long will it take to fill out?**

The questionnaire will take approximately 10 minutes to fill out.

### **Who completes the Database questions?**

Only entrants who are submitting entries into the Outcomes and Executions categories will be required to fill out the confidential questionnaire.

### **Who will see my responses?**

The data inputs from all entrants will be anonymised with no reference to the advertiser brand or identifying characteristics and consolidated into cohorts within a dataset owned and operated by the MFA, so please answer to the best of your ability.

### **Why should I complete the Database questions?**

By filling out the questionnaire you are helping to enhance our understanding of the role that media can play in driving marketing effectiveness and positive change. It is a long-term initiative (10+ years), which we hope will add value to our agencies, clients, and partners for many years to come.

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## **Why should I complete the Database questions? Cont...**

To be eligible for the MFA Awards. If the database questions are not completed, the associated entry (identified by the Entry ID#) will not be put forward for live judging. Your responses will not be accessible to judges or attached to the written entry, so will have no bearing on judging for the MFA Awards.

## **How do I complete the Database questions?**

Once you have submitted your MFA Awards entry, you will automatically receive an email with a link to the confidential questionnaire. Click on the link, enter your unique Entry ID# and begin the questionnaire.

## **When do I complete the Database questions?**

You can start the questionnaire as soon as you submit your entry. This will trigger the email with the link. You have until 27<sup>th</sup> July (2 weeks after the entry deadline) to complete the questionnaire.

## **What data should I have ready when completing the questionnaire?**

Entrants should have the following data ready (where possible/available) when completing the questionnaire:

Advertiser media spend by channel for the campaign period

Advertiser media spend for the (relevant) full year

Competitor set media spend for the campaign period and/or full year

Share of market (value and/or volume) for the campaign period

Visibility on the relative impact of the campaign on brand, business, and behavioral metrics