

CALL FOR ENTRIES

mfa
awards



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**The MFA Awards remain the pre-eminent
Awards program in the advertising media
communications industry in Australia.**

For the past two decades they have been celebrating the most innovative and inspiring media thinking that has contributed to successful, results driven advertising campaigns.

www.mediafederation.org.au

In our industry, we have the great privilege of being The Changers. Our industry exists to influence change: we influence people, culture, business, and the economy. We understand who to speak to, when to speak to them, where to speak to them and how.

The MFA Awards are THE opportunity for you and your agency to demonstrate how our unified purpose has been brought to life at the highest level.

Thank you for your support of the MFA Awards. They play a valuable role in helping our industry and our people continue to grow and flourish as valued, influential Changers.

Joe Lunn, Chair, MFA Awards Committee

Eligibility

- The eligibility period for entries is **1 January 2021 to 31 March 2022** i.e. campaigns/activity must have been live at some stage during this period.
- The eligibility period for the Long-term Results category is **2 years** and **3 months** i.e. from 1 January 2020 to 31 March 2022.

MFA AWARDS DATABASE

This year the MFA are putting the foundations in place to create an MFA Awards Database. Entrants will complete a confidential questionnaire following their Awards submission. These questions must be completed by 27th July for your entry to be eligible for live judging. Note, the responses to the confidential questionnaire will not be considered as part of your entry or be seen by judges.

2022 Award Categories

16 categories awarding the most effective work and processes in our industry are being celebrated.

OUTCOMES

- Brand Impact
- Business Impact
- Behaviour Change
- Long-term Results

EXECUTION

- Content
- Real-time Marketing
- Data & Analytics
- Innovation In Media
- Bravery
- New** • ESG Award
- New** • Marketing Transformation

PEOPLE & COMMUNITY

- Agency Talent & Culture
- New** • Client Leadership
- Industry Contribution
- Pro-bono / Cause Marketing Initiative
- In recognition of Pam Lane
- NGEN Award - Supporting batyr

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The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners.

The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.

Entry Fees

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*

*(50% of NGEN entry fees are donated to nominated charity)

Deadlines

NGEN Award	FRIDAY 15 JULY 2022 @ 4PM
All other entries	WEDNESDAY 13 JULY 2022 @ 4PM

Winners will be announced at the MFA Awards Gala Dinner.
THURSDAY 13 OCTOBER 2022 - Royal Randwick, Sydney.

To view full category and criteria descriptions, past examples of award-winning work, terms and conditions and to enter, visit: **www.mediafederation.org.au**. For any questions about the MFA Awards, please contact **Two de Force** by phone **02 9281 8788** or email **events@twodeforce.com.au**.

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