

# 2022 MFA Awards Finalists Announced: Judges Praise Effectiveness, Innovation & Collaboration

The results are in! Close to 150 judges have selected 48 finalists for the 2022 MFA Awards, being held on 13 October 2022.

The finalists were chosen for demonstrating effectiveness, business growth and media agencies' industry purpose of 'We Are The Changers'.

MediaCom, Initiative, PHD and OMD were among the media agencies that scored multiple finalists. Initiative also dominated the NGEN Award category, with four teams from the agency chosen as finalists, alongside a team from Match & Wood and a solo entrant from Carat completing the NGEN finalists.

The Grand Prix (presented by Seven), and awards for Industry Contribution and Hall of Fame will also be announced at the MFA Awards gala dinner on Thursday 13 October 2022 at Royal Randwick Sydney. The awards will follow on from the MFA EX: Media For All effectiveness conference. MFA EX will also be held in Melbourne the week prior, on 6 October 2022.

The judges – leaders from clients, agencies, industry bodies and media partners – commended this year's entries for displaying high calibre media thinking, innovative solutions and strong results for clients.



Judge **Tim Kenward**, Marketing Director at McDonald's, said:

*"It was a pleasure to judge the 2022 MFA Awards and see the high calibre of work within the industry. It was impressive to see agency and client partnerships demonstrating innovative ways to overcome their brand challenges through sound strategic thinking and execution and I was most inspired by how brands used media influence to create meaningful conversations in the community to make a difference."*



Katie **Rigg-Smith**, Chief Strategy Officer of WPP Australia & New Zealand, added:

*"It is always a privilege to judge the MFAs, but this year felt even more special judging the new ESG category. As a panel we were inspired to see the steps our industry is clearly taking in delivering the ESG ambitions of our clients. The strongest entries linked the ESG objectives to the role media played in delivering those, as well as the consideration given to the type of media and their own ESG approaches. It is early days but the entries gave so much promise for what is to come next for the whole industry in this space and I can't wait to see how this category continues to evolve."*



MFA CEO **Sophie Madden** said:

*"The MFA Awards recognise and reward work that has delivered tangible brand and business results for clients in the short and long term, living up to our industry's ability to influence change. The judges were blown away by the quality of the strategic thinking and the level of effectiveness delivered through innovation and collaboration. The entries in the 2022 MFA Awards demonstrate that the work being produced by Australian media agencies is up there with the best in the world, so all finalists should be incredibly proud of their achievement."*

**The 2022 MFA Awards finalists are:**

## AGENCY TALENT & CULTURE

Initiative's Choice Charter, *Initiative*  
Values-driven culture shines under pressure, *The Media Store*  
The Flow Profit Share, *This is Flow*

## BEHAVIOUR CHANGE

Australian Government – Department of Social Services, *Stop it at the Start – Phase 3, UM*  
City of Melbourne, *Get to the city or get FOMO, Zenith Media*  
Gotcha4Life, *Boys Do Cry, Initiative*  
McDonald's, *Macca's Monopoly – Game on!, OMD*  
NSW Government – Department of Customer Services, *Let's Do This NSW!, UM*

## BEST LONG-TERM RESULTS

KFC, *Did someone say KFC?, MediaCom*  
Toyota Motor Corporation Australia, *Love delivers long-term trust – elevating actions through adversity, The Media Store*  
Colgate-Palmolive, *Colgate Smile Strong, Wavemaker*

## BEST USE OF CONTENT

sponsored by **ThinkPremiumDigital**

IAG, *A Fire Inside, Initiative*  
KFC, *KFC Degustation, Mediacom & Ogilvy*  
Grey Goose, *The Grey Goose Garden Bar: Smooth Sounds of Audio Enhanced Cocktails, OMD*  
UN Women Australia, *#EmpowerMoves, UM*

## BEST USE OF DATA & ANALYTICS

sponsored by **News Corp**

McDonald's, *Macca's Monopoly – Game on!, OMD*  
Virgin Australia, *Virgin Australia Real-Time Routes, PHD*

## BRAND IMPACT

sponsored by **OMA**

Repcor, *High Octane Highjacks, Initiative*  
IAG, *A Fire Inside, Initiative*  
National Australia Bank, *NAB JAB, Mindshare*  
Suncorp, *Suncorp One House, OMD & Leo Burnett*  
Volkswagen Group Australia, *Golf Ad Break Championship, PHD*

## BRAVERY

sponsored by **Nine**

IAG, *CGU Tall Poppy, Initiative*  
KFC, *KFC Degustation, Mediacom & Ogilvy*  
Volkswagen Group Australia, *Golf Ad Break Championship, PHD*

## BUSINESS IMPACT

sponsored by **Quantcast**

Mars Petcare Australia, *#CatsinBoxes by WHISKAS, MediaCom*  
Mars Petcare Australia, *Caturday Nights with Dine, MediaCom*

## ENVIRONMENTAL, SOCIAL & GOVERNANCE AWARD

sponsored by **SBS Media**

Goodman Fielder, *Wonder Recycling Rewards, Initiative*  
Gotcha4Life, *Boys Do Cry, Initiative*  
Google Australia, *In Our Image, PHD & Google*

## INNOVATION IN MEDIA

Amazon Prime Video, *The wheel of Time, LADbible Group & Rufus by Initiative*  
Mars Petcare Australia, *#CatsinBoxes by WHISKAS, MediaCom*  
Volkswagen Group Australia, *Golf Ad Break Championship, PHD*

## PARTNERSHIPS

Mars Petcare Australia, *#CatsinBoxes by WHISKAS, MediaCom*  
Suncorp, *Suncorp One House, OMD & Leo Burnett*  
Toyota Motor Corporation Australia, *A "mobile" Partnership accelerates Toyota's mobility reinvention, The Media Store & The Seven Network*

## PRO BONO/CAUSE MARKETING INCENTIVE – In recognition of Pam Lane

Gotcha4Life, *Boys Do Cry, Initiative*  
Dolly's Dream, *MediaCom x Dolly's Dream, MediaCom*  
UN Women Australia, *#EmpowerMoves, UM*

## REAL-TIME MARKETING

Mars Wrigley Australia, *M&M'S commentate from the Gogglebox couch, MediaCom*  
National Australia Bank, *Federal Budget 2021, Mindshare*  
Virgin Australia, *Virgin Australia Real-Time Routes, PHD*

## NGEN AWARD

Alice-Maree Raitt, *Carat*  
Ben Breden & Olivia Coxon, *Initiative*  
Kate O'Loughlin & Leah Franco, *Initiative*  
Rikki Stern & Summer Treseder, *Initiative*  
Bobbie Hansen & Charles Cripps, *Initiative*  
Cameron Ho & Vedant Agarwal, *Match & Wood*

MFA AWARDS GRAND PRIX  
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### PLATINUM SPONSORS

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