

MFA AWARDS: Will you and your agency be among the winners?

While the current Omicron outbreak has conspired to prevent us from coming together in person for the 2021 MFA Awards, we are excited to be able to recognise and celebrate the deserving finalists and winners with a virtual presentation on **Thursday 10 February at 4pm AEDT**.

This will be a particularly special celebration as we highlight the most effective and impactful work created by media agencies in 2020 and 2021 – two tough years in which insightful, innovative and adaptive thinking produced work of immensely high calibre.

Hosted by comedian Claire Hooper, the live stream will be fast-paced, fun and interactive – with an audience Best Dressed competition thrown in for good measure. We don't know about you, but after two years of leisurewear we love an opportunity to dress up!

If possible we encourage you to come together with colleagues in a Covid-safe way to have fun and celebrate everything that is good about our industry.



The worthy finalists of the 2021 MFA Awards are:

AGENCY TALENT & CULTURE

Initiative
Initiative's Iso-Internship
OMD

BEHAVIOUR CHANGE

Australian for Government Department of Social Services, Help is Here, **UM**
Department of Customer Service, Covid-19 Citizen Campaign, **UM**
NSW Government, Discreet Life, **Wavemaker**
RACQ, Distracted Drivers, **UM**

BRAND IMPACT

Presented by **OMA**
Dell Australia, Dell Change Makers, **MediaCom**
Menulog, Snoop, **UM**
Swinburne University of Technology, Swintopia, **Initiative**

BRAVERY

Presented by **Nine Network**
IAG, CGU
rescues donuts for dogs, **Mindshare**
Royal Australian Mint, Donation Dollar, **UM**
Tourism Australia, Travel Takeover Week, **UM**

BUSINESS IMPACT

Presented by **Quantcast**
Dell Australia, Dell Change Makers, **MediaCom**
Mackay Goodwin, Don't Give Up, **Bohemia**
Menulog, Snoop, **UM**
Swinburne University of Technology, Swintopia, **Initiative**
Tourism New Zealand, Good Morning World, **Mindshare**
Tourism Whitsundays, Siri-ously in need of a holiday?, **Wavemaker**

CONTENT

Coles, What's for dinner?, **Seven & OMD**
Dell Australia, Dell Change Makers, **MediaCom**
Queensland Health (Queensland State Government), Dear Mind, **MediaCom**
The Office of the Women in STEM Ambassador, Re-imagining the future of STEM, **PHD Media**
Tourism Australia, Live from Aus, **UM**

COVID MEDIA PIVOT

BWS, Local Luvva, **Carat**
Coca-Cola, Refreshing a Decade of Share a Coke, **UM**
MARS, Freshen up behind your mask, **MediaCom**
Suncorp, Shannons Covid Pivot, **OMD**
Swinburne University of Technology, Swintopia, **Initiative**

DATA & ANALYTICS

Defence Force Recruiting, Deep data dive into the Australian Navy, **UM**
McDonald's, Maccas Monopoly – Playing to WIN!, **OMD**

INNOVATION IN MEDIA

Presented by **SBS Media**
IAG, CGU rescues donuts for dogs, **Mindshare**
Tourism Australia, Live from Aus, **UM**

LONG-TERM RESULTS

Federal Chamber of Automotive Industries, Combatting complacency to keep Aussies safe, **The Media Store**
nib, Delivering an unfair market share, **AKQA Media**

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JLR Australia, SAS Australia Drives Defender Growth, **Seven & Dentsu X Australia**
McDonald's, would you like e-sports with that?, **OMD & Blizzard & You Know Media**

PRO BONO/CAUSE MARKETING INCENTIVE

In recognition of **Pam Lane**
Coles Brand Responsibility, **OMD**
Dry July: Asking for the support of those affected by a pandemic, **Hearts & Science**
Run for the Herd: Virtually Unstoppable, **UM**

REAL-TIME MARKETING

MARS, Freshen up behind your mask, **MediaCom**
McDonald's, Maccas Monopoly – Playing to WIN!, **OMD**
Suncorp Group, AAMI Rest Towns, **OMD & Ogilvy**

NGEN AWARD

Ben Breden & Olivia Coxon, **Initiative**
Kate O'Loughlin & Leah Franco, **PHD**
Zac Kelly, **Carat & Sam Murray, Hearts & Science**
Younna Lee & Keeley Mercieca, **Publicis Media**
Ella-Jane Williams & Alice McAuliffe, **Match & Wood**
Gemma Harriss, **Zenith & Thomas Murphy, The Media Store**

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