

# Over 300 Marketers complete MFA Digital Foundations.

*“This course has delivered their digital transformation faster.”*

What do our members stand to gain from helping their clients upskill in the area of digital? A lot, actually.

As part of the MFA submission to the ACCC Digital Advertising Services Inquiry in 2021, we outlined the important role media agencies play in educating advertisers to make informed choices in regards to digital advertising services.

Equipping advertisers with the digital skills they need builds trust and results in better briefs for your teams, better and faster decision making, and ultimately better outcomes for everyone.

*Did you know, MFA members can offer their clients access to MFA Digital Foundations at a heavily discounted rate? MFA members are taking advantage of this benefit, with marketers representing 17% of the MFA Digital Foundations Autumn cohort.*

Participating marketers came from organisations including **AMP, AVEO, Carnival, Bankwest, Chemist Warehouse, iNOVA, Kelloggs, Medibank, Menulog, NIB, Pepsico, Simply Energy, The Good Guys, Tourism Tasmania, Youi** and more. Achieving a 96% pass rate across both certificates, we think this is an outstanding result!

The feedback was unanimously positive, including the following perspectives from two senior marketers.

## Brian Seal

Head of Digital & Media, iNova Pharmaceuticals

*“Our media spend is almost 100% digital now, so the brand teams have to adapt. This course has delivered the transformation faster than any media agency / publisher / internal training lunch and learns etc. The conversations the brand teams are now having has changed quickly. The questions they’re asking are much better informed, and they’re paying attention to the detail in the media plans. The exam has been the key to this I think. It forced people to study, and retain the content.*

*“Previous to this, things like Circus Street was something clients had to rely on. The content was nice and fluffy, but often old / tired and not linked to a formal exam. For the team here, I feel the exam result is irrelevant. It’s the change in their understanding that’s been so beneficial to evolving their digital understanding quickly.”*

## MFA DIGITAL FOUNDATIONS E-LEARNING CERTIFICATE II TOP SCORERS



## Julie Williams

Senior Manager, Digital Marketing (Bank, Superannuation, Advice), AMP

*“I found the MFA Digital Foundations course perfect for new digital marketers and also those with more experience. Through time we tend to focus on certain channels or aspects of the digital ecosystem and through the course it brought me back to a full view with some great reminders. For my team of junior digital marketers it was like jumping on a rocketship - advancing their understanding and skills in a short period of time. I also appreciate the seriousness of the course via the proctored exam and high percentage required to pass. The certification is meaningful and is worth the time and effort in study.”*

An industry-recognised program created by digital experts, MFA Digital Foundations content is grounded in the real world and updated regularly to reflect changes in the media landscape. It sets a benchmark for what constitutes basic digital proficiency, ensuring a clear understanding of the digital landscape, including its language and terminology, the buying and trading models, and the evaluation and measurement methods of the key channels.

