

For clients to value what we do, we have to get better at demonstrating media agencies' contribution

Are you ready to celebrate why We Are the Changers, through our industry's finest thinking and most effective work? MFA Awards Committee Chair Joe Lunn outlines the important role of the MFA Awards in demonstrating the value of our work.

Our industry exists to influence change: for our clients, for society, our agencies and our people. Winning an MFA Award is more than just a trophy, it's tangible proof of this industry purpose.

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 - showcasing the finest thinking and solutions in media communication practice that have contributed to successful, results-driven advertising campaigns.

By celebrating the work we are elevating the product across the entire industry, ultimately demonstrating the role that media agencies play in generating business growth for our clients. This is important because if we want clients to value what we do, we need to get better at demonstrating our contribution.

Through the tireless work of the MFA Awards Steering group, the MFA Awards are designed by our people, for our people, and have been recognising and rewarding the work of media agencies and individuals for the past 20+ years.

They are the pre-eminent event on the media agency industry calendar because they remind us what is important – our strong focus on effectiveness and excellence in the work we do for clients.



This year, there's another important reason to enter

In 2022, we're launching the MFA Awards Database – taking inspiration from the work of Binet and Field – to explore the drivers of media effectiveness in Australia and provide best practice thinking through the MFA's analysis and reports.

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

The questionnaire must be completed by all entrants in the Outcomes and Execution categories, with the data anonymised and inaccessible to judges. The survey takes approximately 15 minutes to complete and entrants will have two weeks after the entry deadline to submit their responses.

Other changes to look out for

In keeping with the MFA's newly introduced industry purpose 'We Are The Changers', the awards include three new categories this year:

- 1. The ESG Award:** inviting agencies to demonstrate how media-led ideas or initiatives positively influenced the environment and/or society through sustainability, governance, diversity, equity, or inclusion.
- 2. Marketing Transformation:** rewarding media agencies' work in helping clients transform their marketing practices and deliver growth in an ever-evolving landscape, whether through martech, commerce, content or more.
- 3. Client Leadership:** recognising excellence from client-side teams in collaborating with their media agency partners to create an outstanding partnership and strong, successful body of work. This category is open to marketers directly or for agencies to enter on behalf of their clients.

Best of luck everyone and I look forward to celebrating the brilliant work from across our industry with you all in October!

Joe Lunn Chair - MFA Awards Committee & Chief Technology & Transformation Officer, Mindshare

MFA Awards Steering group

Joe Lunn, Mindshare (Chair)
Grant LeQuesne, Wavemaker
Catherine Krantz, Dentsu
Max Broer, Bohemia
Lisa Leach, OMD
Dan Johns, Havas Media

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