



## PRESS RELEASE

# MFA REINFORCES PRIDE IN WORK OF MEDIA AGENCIES WITH 'WE ARE THE CHANGERS' HIGH-IMPACT OOH CAMPAIGN, WORTH CLOSE TO \$1M

**17 November 2022:** Out-of-home sites large and small across Sydney, Melbourne, Brisbane, Perth, Canberra and Adelaide are carrying the MFA's recently launched industry purpose 'We Are The Changers' as part of a campaign targeting media agency office locations.

Launched earlier this year, 'We Are The Changers' has been wholeheartedly embraced by the media agency industry, which employs close to 5,000 people, shining renewed focus on the industry's ability to drive positive change.

This purpose was brought to life throughout the year in the myriad projects and initiatives steered by the MFA, including the return of the MFA EX conference, with events in Melbourne and Sydney attracting more than 2,500 media agency professionals; the launch of the three-year DE&I strategy; a renewed focus on sustainability; and the expansion of industry measurement on diversity, equity and inclusion via the annual Mediai survey – among other projects.

The goal of the broad-reaching out-of-home campaign is to continue to drive awareness of 'We Are The Changers' with the ultimate aim of eliciting pride among media agency employees, and helping them feel inspired and motivated.

Out-of-home companies JCDecaux, QMS, oOh! Media, and Val Morgan provided multiple formats for the campaign, including large-format sites, bus and tram shelters, and posters in office buildings, to the total value of more than \$770,000. All sites are located near and within media agency offices, to reach agency employees on their way to and from work.

MFA Board Director Virginia Hyland, CEO of Havas Media Group, said: "When our teams hop out of bed each morning, we want them to see the outdoor billboards on their way to work to remind them that today is their day to help change how we act as an industry, how we help our clients and how we support each other. Outdoor is a high-impact medium that supports powerful message recall to reinforce the attitude and mindset as we all show up for work."

MFA Chief Executive Officer Sophie Madden added: "Our intention in launching 'We Are The Changers' earlier this year was to better articulate all the great things we do as an industry in a way



that elicits pride, and is inspirational and motivating, particularly to media agency newcomers. It reminds agency employees that every single one of them, every day, is influencing change for their clients, for society, for the economy, for the agencies in which they work, and for their own careers. This campaign is all about maintaining the momentum and awareness, and we are thrilled to have the support of our good friends in out-of-home. A lot of people from our member agencies and media partners were involved to make this happen and my gratitude goes out to all of them.”

Brad Szmerling, Associate Investment Director Media at CHEP Network, said: “MFA’s ‘We Are The Changers’ campaign is a fierce reminder to our industry that media is the dynamic epicentre of marketing and commerce. Across all levels of seniority, we want to encourage our teams to take pride in what they do and challenge the way things are traditionally done. This campaign captures that message to a tee! Outdoor is the perfect environment to talk to our people as they travel to and from work and within our buildings. The outdoor category has also seen exciting developments in the programmatic space that carry the potential for this campaign to be more targeted than ever before.”

The OOH campaign is running for two months until the end of November.

**For more information, please contact:**

Andrea Sophocleous

T: 0431 98 94 99

E: [andrea.sophocleous@gmail.com](mailto:andrea.sophocleous@gmail.com)

**About the MFA**

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA’s vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.