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awards

2023 CALL FOR ENTRY

The MFA Awards remain the pre-eminent Awards program in the advertising media communications industry in Australia.

For the past two decades the MFA Awards have been celebrating the most innovative and inspiring media thinking that has contributed to successful, results driven advertising campaigns.

www.mediafederation.org.au

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The MFA Awards have been celebrating the most effective and inspiring media thinking in Australia for the past two decades and are our industry's pre-eminent Awards program. They attract more than 500 of the most influential players in the media community. The MFA Awards provide a platform to inspire and educate the media industry to deliver world class effectiveness.

2023 AWARD CATEGORIES

Media Owners are eligible to enter categories from Outcomes, Execution and the Pro-Bono/Cause Marketing Incentive as well as Channel Excellence when entered in collaboration with a media agency.

OUTCOMES

- Brand Impact
- Business Impact
- Behaviour Change
- Data-led Activation
- Long-term Results

EXECUTION

- Best Integrated Campaign
- Best Use of Small Budget
- Innovation
- Partnership Award
- Best Content Strategy
- Media For Good
- ESG

PEOPLE AND CULTURE

- Pro-bono / Cause Marketing Incentive – In Recognition of Pam Lane
- Agency Talent & Culture (<100 people)
- Agency Talent & Culture (>100 people)
- NGEN Award

CHANNEL EXCELLENCE

- Best use of Screens
- Best use of Social
- Best use of Technology
- Best use of Audio
- Best use of Outdoor

- Best use of Search
- Best use of Retail (physical & e-Commerce)
- Best use of Events or Experiential

GRAND PRIX

The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners. The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.

2023 ELIGIBILITY

ALL ENTRIES

The eligibility period for entries is **1st January 2022** to **31st March 2023** i.e. campaigns/activity must have been live at some stage during this period.

ENTRY FEES

NON-MEMBERS

\$1,000 incl GST
per entry

**50% of NGEN entry fees are donated to nominated charity.*

NGEN / PRO-BONO

\$120 incl GST
per entry*

LONG TERM RESULTS

The eligibility period for the Long-term Results category is 2 years and 3 months i.e., from **1st January 2021** to **31st March 2023**.

ENTRY DEADLINE

WEDNESDAY 3RD MAY 2023

Winners will be announced at the **MFA Awards Gala Dinner** on **Thursday 21 September 2023** - **Royal Randwick, Sydney**.

To view full category and criteria descriptions, past examples of award-winning work, terms and conditions and to enter, visit: **www.mediafederation.org.au**. For any questions about the MFA Awards or sponsorship opportunities, please contact **Two de Force** by phone **02 9281 8788** or email **events@twodefence.com.au**.