

What sets the MFA Awards apart?

MFA Awards Co-Chairs Sophie Price and Chris Colter explain the unique features of the MFA Awards and why you should enter.

We're thrilled to have launched the 2023 MFA Awards, with the goal of showcasing work that lives up to our industry's 'We Are The Changers' purpose and demonstrates best practice media thinking.

The MFA Awards have been recognising and rewarding the impact of media agencies and individuals for more than 25 years. More than just another trophy or a fun night out – although it's that stuff too! – the MFA Awards are the ultimate benchmark for best practice media thinking, celebrating the work that pushes us all forward and proves the significant business impact we deliver for our clients.



Plus, there are some key differences that set the awards apart – making them our industry's ultimate recognition.

They're the only awards that celebrate the craft of media

Dedicated solely to media thinking and effectiveness, the MFA Awards are unique in celebrating the craft of media. The introduction this year of Channel Excellence categories for best use of channels – across Screens, Social, Technology, Audio, Outdoor, Search, Retail and Experiential – provides additional opportunities to celebrate the special properties and effectiveness of individual channels.

The **Channel Excellence** awards are in addition to the three category pillars of **Outcomes, Execution, and People and Community**.



Unparalleled judging rigour and transparency

The MFA Awards are the industry's most credible awards program thanks to the rigorous judging process, which includes automatic conflict filtering, independent entry validation, blind voting and proof of effectiveness, with experienced judges from the whole spectrum of our industry: marketers, media agencies, media owners and tech companies.

Now more inclusive

As an inclusive industry, it's important to us that the MFA Awards recognise and celebrate the best work across the entire media agency spectrum, from work created by multinationals to local agency brands, and specialists. As such, changes to the criteria introduced this year – including breaking down certain categories by agency size – will ensure taking home a trophy is attainable for all.



Here's what Jimmy Hyett, Founder & CEO of independent agency This is Flow, and MFA Director, had to say about the changes:

"The whole MFA Awards Committee should be commended for evolving what is already a great awards platform, to become a really accessible celebration of work that the whole industry can access. With such a diverse agency mix and talent pool across Australia, the MFA Awards builds on its core strength of showcasing effectiveness – no matter where it comes from – big, small, local or hold co, and everything in between. We can't wait to be a part of this and see the incredible work come through!"

So what are you waiting for? The entry process has also been simplified and streamlined, all via an online platform, making it easier than ever to get your work recognised.

You have until 3 MAY to enter!

And block out **21 September** in your diaries for our industry's night of nights.



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