



## PRESS RELEASE

# DIVERSE ARRAY OF BRANDS AND AGENCIES CROWNED WINNERS AT 2023 MFA AWARDS

**21 September 2023:** The 'LEGO City Goes Nitro' campaign by Initiative Australia won the prestigious Grand Prix at the **2023 MFA Awards**, with AAMI, Netflix, Samsung, NRMA Insurance and Dell also taking to the stage as winners at tonight's black tie gala dinner in Sydney.

The MFA Awards celebrate the most effective and impactful work created by media agencies, demonstrating the industry's purpose of We Are The Changers.

In addition to Initiative Australia, agencies recognised for their work were OMD & Ogilvy, Wavemaker, EssenceMediacom, Match & Wood, CHEP Network, Slingshot Media, Intender, This is Flow, GroupM and OMG Australia.

Close to 150 judges, including eight CMO Signature Judges, participated in the judging this year, adding a strong advertiser voice to the selection process. Collectively the judges looked for work that demonstrated effectiveness and long-term business growth.

The judges commended this year's entries for displaying innovative solutions and strong results for clients.

Industry veteran Belinda Rowe was inducted into the MFA Hall of Fame, recognising her contribution across many aspects of the industry, including her mentoring and championing of women leaders.

Also recognised with an Industry Contribution honour was Chris Winterburn, Managing Director of Media i Group Australia.

The NGEN Award, which recognises the talent of young media agency executives with less than five years' experience, was won by Kate O'Loughlin and Summer Treseder from Initiative Australia. This year was Kate's third consecutive listing as an NGEN Award finalist, and Summer's second.

MFA CEO Sophie Madden said: "The great thing about the MFA Awards is that every year we see the highest quality of strategic thinking, innovation and effectiveness, and this year was no different. The work recognised among the finalists and the winners is up there with the best globally, and really lives up to the promise of our industry purpose of being The Changers. Congratulations to the winners and a huge thank you to the MFA Awards Steering Committee and our judges who devote a significant amount of time to the rigorous process of selecting the best of the best."



**The 2023 MFA Awards winners are:**

**Grand Prix – sponsored by Seven**

LEGO, LEGO City Goes NITRO!, Initiative Australia

**OUTCOMES**

**Behaviour Change**

Suncorp Group, AAMI – Crash Index, OMD & Ogilvy

**Brand Impact**

NRMA Insurance, Cricket Covers, Initiative Australia

**Business Impact**

LEGO, LEGO City Goes NITRO!, Initiative Australia

**Data-Led Activation – sponsored by News Corp Australia**

Suncorp Group, AAMI – Crash Index, OMD & Ogilvy

**Best Long-term Results**

Lotterywest, Ethical Econometrics, Initiative Australia

**EXECUTION**

**Best Content Strategy**

Netflix, Stranger Things 4 Launch, Wavemaker, Akcelo & Jack Nimble

**Best Integrated Campaign**

LEGO, LEGO City Goes NITRO!, Initiative Australia

**Best Use of Small Budget**

LEGO, LEGO City Goes NITRO!, Initiative Australia

**Environmental, Social & Governance Award – sponsored by SBS Media**

Suncorp Group, AAMI – Crash Index, OMD & Ogilvy

**Best Innovation in Media**

Samsung Australia, Flipvertising, CHEP Network

**Media For Good**

GroupM, Digital Sustainability Initiative



### **Best Partnership Award**

Alienware by Dell, Levelling The Playing Field In Gaming, EssenceMediacom & POPSUGAR

### **CHANNEL EXCELLENCE**

#### **Best Use of Audio**

Mars Petcare Australia, WHISKAS Audio Purrs, EssenceMediacom

#### **Best Use of Outdoor – sponsored by Outdoor Media Association**

NRMA Insurance, Cricket Covers, Initiative Australia

#### **Best Use of Retail**

Universal Sony Home Entertainment, How Universal Sony Home Entertainment's Bullet Train Created A Media-first Retail Partnership To Drive Results, Slingshot Media

#### **Best Use of Screens**

Amazon Prime Video AUNZ, Terminal Tournament Takeover, Initiative Australia

#### **Best Use of Search**

Care For Kids Group, [Parental Advisory] Finding The Right Local Childcare, Intender

#### **Best Use of Social**

Netflix, Welcome to the Upside Down Under, Wavemaker, Akcelo & Jack Nimble

#### **Best Use of Technology**

Samsung Australia, Flipvertising, CHEP Network

### **Events & Experiential**

LEGO, LEGO City Goes NITRO!, Initiative Australia

### **PEOPLE & CULTURE**

#### **Agency Talent & Culture – Less than 100 employees**

This is Flow

#### **Agency Talent & Culture – More than 100 employees**

OMG Australia

#### **Pro Bono/Cause Marketing Incentive – In recognition of Pam Lane**

UnLTD & Radio Lollipop, Helping Children's Charity Radio Grow Its Reach, Match & Wood

### **NGEN Award**

Kate O'Loughlin & Summer Treseder, Initiative Australia



**The 2023 MFA Awards sponsors are:**

**Grand Prix Sponsor:** Seven Network

**Platinum Sponsors:** News Corp Australia, Outdoor Media Association, SBS Media

**Gold Sponsors:** Ad Standards, Google, Meta, Nine, OzTAM

**Silver Sponsors:** Commercial Radio & Audio, Foxtel Media, Lion, Yahoo!

**For more information, please contact:**

Kathryn Patten

Head of Marketing, MFA

0435 767 934

### **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.