



PRESS RELEASE

MARKETERS FROM UNILEVER, TELSTRA, NESTLE & MORE ANNOUNCED AS SIGNATURE JUDGES AT MFA AWARDS

5 April 2023: The Media Federation of Australia (MFA) has introduced a new tier of judges for the prestigious 2023 MFA Awards, with seven senior marketers joining the judging room as Signature Judges.

The 2023 MFA Awards Signature Judges are:

Brent Smart, Chief Marketing Officer, Telstra

Jenni Dill, Chief Marketing Officer, Arnott's

Lisa Ronson, Adjunct Profession, Deakin Business School & Former CMO, Coles

Martin Brown, General Manager, Nestlé

Mel Hopkins, Chief Marketing & Audience Officer, Seven West Media

Mim Haysom, CMO/EGM Brand & Marketing, Suncorp

Sarah Sorrenson, Director, Digital Marketing, Media & Commerce, Unilever

The presence of the Signature Judges will provide a strong advertiser voice in the judging, to ensure focus remains on proven effectiveness. The move further bolsters the MFA Awards program's rigorous judging process, which includes automatic conflict filtering, independent auditing, blind voting and proof of media contribution.

The Signature Judges will join a judging cohort of more than 100 experienced professionals drawn from the whole spectrum of the industry: marketers, media agencies, media owners and tech companies.

The MFA Awards celebrate work by media agencies that lives up to the industry purpose of 'We Are The Changers', demonstrating best practice media thinking and long-term business growth for clients, and will be held at Royal Randwick Racecourse in Sydney on **21 September**.

MFA Awards Chairs Sophie Price, Chief Strategy Officer at EssenceMediaCom, and Chris Colter, Chief Strategy & Product Officer at Initiative, thanked all seven marketers for committing to help identify the most effective and inspiring media thinking in Australia: "We're enormously proud of the rigour and effort that goes into judging the MFA Awards, and we're thrilled to add an important layer to the process with the Signature Judges to act as champions for proven effectiveness. These leading professionals are responsible for some of our industry's best, most effective work, so they're highly qualified to lead the discussion in the judging room."



Telstra CMO Brent Smart added: “No matter what side of the fence I’ve sat on, my motivation has been the same – to make more great work happen. And in judging the MFA Awards I look forward to seeing the innovative ways that marketers and media agencies are working together to deliver commercial impact and to celebrating the work that works.”

Suncorp CMO/EGM Brand & Marketing Mim Haysom said: “I’m thrilled to be joining my fellow MFA Awards judges to identify the most effective media campaigns in Australia. The best media thinking depends on finding original and unexpected ways to connect with audiences to tell the story of a brand and drive customer and business outcomes. In judging, I’ll be looking for work that demonstrates strong collaboration, resulting in the execution of great creative ideas in new and innovative ways.”

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, Meta, Nine

Silver Sponsors: Foxtel, Lion, OzTAM, Yahoo!

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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.