

FAQs

MFA AWARDS

What are the MFA Awards?

The Media Federation Awards program is the pre-eminent Awards program in the advertising media communications industry in Australia. The Awards showcase the finest thinking and solutions in media communication practice that have contributed to a successful, results driven advertising campaign.

The purpose of the Awards is to highlight the value that the media agency industry contributes to clients' businesses.

Can I nominate myself to be a judge?

Yes. Complete the [judging application form](#) on the MFA website. Please note, judges will go through a review process so not all applications will be accepted.

When will the MFA Award finalists be announced?

Finalists will be announced at the end of June.

What are the eligibility dates?

Campaigns launched within Australia between 1 January 2020 – 31 March 2023.

The Long-term category eligibility is 1 January 2021 – 31 March 2023.

What are the deadline dates?

Category & NGEN deadline 4pm – 3 May 2023

Entry deadlines are final, and no extensions will be provided. Access will be deactivated at 4pm on the date of the deadline.

How do I enter the MFA Awards?

All entries must be submitted via the online entry portal [here](#).

Is there a fee to enter the Awards?

Entry fees do apply, see as follows:

Members	\$517.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
NGEN / Pro-bono	\$120.00 incl GST per entry

How do I pay for my entry?

All entries must be paid in full using a credit card via the online entry portal. A receipt will automatically be generated and sent to the entry contact once the payment has been processed.

How many times can I enter a campaign?

A campaign can be entered into a maximum of four categories and must be split across both 'Outcomes' and 'Execution'.

Can I submit a joint entry?

Yes, make sure you include both companies' details in the entry portal.

Where can I find more information about the categories?

You can view the entry kit and criteria document via the [MFA website](#)

Where can I download the NGEN brief?

You can download the NGEN brief from the [MFA website](#).

What charity is the NGEN award aligned with?

The NGEN award is aligned with charity MMAD.

Will my client be contacted directly for any reason?

Client details must be submitted into the entry portal. A verification email will be sent to the individual directly; whereby they will have the opportunity to view the submission and accept or decline what has been submitted.

Entries will also go through an independent review process and some clients may be contacted to verify details relating to a campaign.

What do I need to include with my entry?

All entries must consist of a written response and media schedule (where applicable). The online entry portal will walk you through each step of the process.

What happens to the NGEN & Pro-bono entry fees post Awards?

A percentage of the entry fees will be donated to the respective charities.

What supporting materials need to be included with my entry?

All entries must include a media schedule in order to be considered for judging. *This excludes People & Culture categories.* Please avoid including branded supporting documents.

Does my supporting material go towards my word count?

No, the copy within supporting materials does not go towards your word count however, this is not a way to get around the limit. Supporting materials are purely an opportunity to help support information in your written submission.

Can I edit my entry after submitting it?

No, once you have submitted your entry you cannot make changes.

Who will see my entry?

Judging panels are made up of senior representatives from agencies, clients, creative, media owners and research companies. Any sensitive information can be marked/ saved as 'FOR JUDGES EYES ONLY' on the entry site.

The logo for the MFA Awards is displayed in a gold color. The letters 'mfa' are in a smaller, lowercase font, while 'awards' is in a larger, lowercase font. The background of the top section is black with several glowing gold circles and a thin, curved gold line that sweeps across the upper right corner.

mfa awards

Who will attend the Awards evening?

The Awards will be attended by MFA member agency finalists and senior representatives, sponsors, media owners and NGEN finalists. We expect approximately 500 people in attendance.

Who should I contact if I have any questions regarding the MFA Awards?

Please contact Two de Force on events@twodeforce.com.au