



2023 MFA AWARDS

In our industry, we have the great privilege of being The Changers. We influence people, culture, business and the economy. We understand who to speak to, when to speak to them, where to speak to them and how.

The Media Federation of Australia Awards continue to be the pre-eminent Awards program in the media communications industry in Australia. For over two decades these Awards have been highlighting the value that the media agency industry contributes to clients' businesses and demonstrating that We Are The Changers.

The Awards showcase the finest thinking and solutions in media practice that have contributed to successful, results-driven advertising campaigns and/or have influenced long-lasting change. The criteria for each entry has evolved to better highlight that unique role, and acknowledge the supporting role of other agencies and partners in the delivery.

To ensure a highly rigorous judging process, entrants across all categories must provide detailed KPIs for the campaign activity; demonstrate delivery against these KPIs; and discount or account for the impact of external factors beyond media e.g., promotions, pricing, distribution, change in media spend etc.

Benchmarks for all KPIs and results must also be supplied – relative to the category and/or historical brand performance – to quantify the true scale of the impact. Judges will also have the opportunity to submit questions for clarification or additional data from entrants as part of the judging process.

Thank you for your support of the MFA Awards. They play a valuable role in helping our industry and people continue to grow and flourish as valued, influential Changers.

ELIGIBILITY PERIOD

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.

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**.

CATEGORY LIST

Excitingly, 2023 brings with it a refreshed category list to celebrate the full spectrum of media brilliance, from excellence in single channel activation to major integrated campaigns. Most notable is the return of 'best use of channel' categories, as well as a stronger focus on evolving media practices that progress our role as The Changers.

This year's categories fall into three core pillars.

OUTCOMES

This is work that proves the real and measurable impact best practice media can have on commercials and culture.

Judges will prioritise effective execution and demonstrable business and/or cultural impact.

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

WE ARE
the changers



EXECUTION

This is work that celebrates best practice integrated media planning. How the industry is evolving its practices to create new ways to connect, engage and retain attention and deliver impactful results.

Judges will prioritise connected, data-led and innovative media planning with demonstrable business and/or cultural impact.

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

CHANNEL EXCELLENCE

This is work that celebrates individual channel excellence. Understanding how to maximise the impact of every single touchpoint is critical to effective media planning.

Judges will prioritise innovation in planning and activation and effective media, culture and/or business impacts.

- 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

PEOPLE AND CULTURE

This is work that celebrates the positive impact agencies are having on the industry and broader culture.

Judges will prioritise progressive solutions and innovative ideas that evolve how we as an industry embody 'We are The Changers'.

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

WE ARE
the changers



5 WAYS TO CURATE A SUCCESSFUL ENTRY

WHY THIS WORK IS CLEARLY RELEVANT FOR MEDIA?	Is not scored but don't underestimate its importance	TIPS <ul style="list-style-type: none"> Clearly identify the role that media played in the entry. Think about what the media industry can learn from this case study – why is it unique worthy of stopping the judges in their.
OBJECTIVES & PROBLEM	10%	<ul style="list-style-type: none"> Succinctly reference the business/brand context that gave rise to the problem you are solving. Ensure that the objectives are quantifiable and you have a measurement framework otherwise, the judges won't be able to assess the effectiveness of your work. Help the judges understand the scale of the challenge
INSIGHT & STRATEGY	20-30% Depending on the category	<ul style="list-style-type: none"> Don't just describe the audience, describe why they're a source of growth (including data points). Your insight is ideally an 'a-ha' moment. You want to make the judge think "I wish I'd thought of that!" The insight should be directional and help land the strategy and ultimately the idea.
IDEA & EXECUTION	30-40% Depending on the category	<ul style="list-style-type: none"> For most categories judges will be looking for a unifying media idea that comes directly off the insight/strategy – show how this idea directs both the media channel selection and execution (judges will be looking for that nice linkage). Try to focus on the innovative parts of the execution and not the BAU elements. Highlight executional elements relevant to the category you're entering. If the execution was hard to pull off, don't be shy of telling the judges that!
EFFECTIVENESS	30-40% Depending on the category	<ul style="list-style-type: none"> Link back the results to the quantifiable objectives you set out so judges understand the scale of the impact. Put the results into context (e.g., YOY or vs competitors). Ensure the results link back to the category you are entering i.e. Brand impact vs commercial impact vs media impact. Where possible you can use modelling to prove the effectiveness of your work. Don't forget to discount other variables that make have had an impact on the results (pricing, competitive activity, seasonality, NPD etc).

2023 CATEGORIES AND CRITERIA

OUTCOMES

01. BRAND IMPACT

Entries in this category must demonstrate how media and communications have created a significant and measurable change in key brand metrics. Judges will be looking for media work that significantly impacted metrics such as brand awareness, consideration, preference, attitudes, and emotions or establishing new brand association. Winning entries will have effectively demonstrated a direct relationship between media strategy and activation with the relevant brand or equity metrics, relative to category and client benchmarks and overall market context.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of media** in delivering brand outcomes.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% / 350 words)

- A unifying media idea that informs the media execution.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

OUTCOMES

02. BUSINESS IMPACT

Entries in this category must demonstrate a significant commercial impact across the judging period. Judges are looking for demonstrable contribution of media strategy and activation in achieving business results and/or influencing change. Measures can include sales, increasing market share, profitability, retention or reducing price sensitivity etc. Winning entries will have generated a significant commercial return relative to benchmarks and the market context.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of media** in delivering commercial outcomes.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive business challenge.
- Quantifiable marketing objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 200 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

**IDEA &
EXECUTION**
(30% / 350 words)

- A unifying media that informs the media approach.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

**IMPACT &
EFFECTIVENESS**
(40% / 200 words)

- Success has been delivered against brand KPIs identified in the business objectives and communications challenge.
- The campaign has delivered a degree of scale of business impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

OUTCOMES

03. BEHAVIOUR CHANGE

Entries in this category must demonstrate how media has significantly changed consumer behaviour or actions, for example through new habit formation or new action. Judges will be looking for evidence of a clear and demonstrable change in consumer behaviour across the short or the long term. Winning entries will have effectively isolated media's impact on the behavioural changes created.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of media** in influencing behavioural change.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A clear behavioural challenge and strategic role for communications.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A strong rationale for audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and original behaviour change strategic approach.
- Existing or new evidence-based behaviour change theory has been applied.

IDEA & EXECUTION (30% / 350 words)

- A unifying media idea that informs the media approach.
- The role of channels and tactics are clearly defined.
- The **media execution** is innovative and original.

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success against specific behaviour change KPIs identified.
- The campaign has delivered a degree of scale impact on behaviour that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the behaviour change, after other influencing factors have been discounted (e.g. external behaviour change triggers, price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

OUTCOMES

04. DATA-LED ACTIVATION

Entries must demonstrate excellence in the application of data and/or analytics above and beyond the advertiser's prior approach. Judges will be looking for data-led approaches that were innovative, insightful, and effective in delivering tangible business or brand results that exceed what otherwise would have been attained. Examples include, but are not limited to, use of programmatic, real-time marketing, econometric modelling, and data-informed traditional media planning etc. Winning entries will have harnessed data in original ways to deliver significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of data** in delivering outcomes for the client.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 200 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

EXECUTION
(30% / 350 words)

- Applied data in an original and effective way to unlock new opportunities.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

**IMPACT &
EFFECTIVENESS**
(40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The use of data demonstrably contributed to results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIA

OUTCOMES

05. LONG-TERM RESULTS

Entries must demonstrate a significant and enduring commercial impact after 18 months, achieving long-lasting change for the client's brand. These can encompass one campaign, a business portfolio or how results have been delivered throughout the full contract. Judges will be looking for evidence of media's impact on delivering significant commercial return relative to benchmarks and the market context. Winning entries will have delivered a clear, connected and consistent media approach across multiple years (18+ months) delivering cumulative commercial return and/or behavioural change impacts.

Campaigns must have been active in-market **after 1st January 2021** and results data available for a minimum of 18 months. MFA entries from previous years can be entered into this category if they meet the time frame requirements.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of media** in delivering outcomes for the client.
- Outline what elevates this work standard long-term planning.
- Share key outtakes from this work the industry can learn from.

**FOUNDATIONAL
BUSINESS CONTEXT**
(20% / 150 words)

- An overarching long-term business, brand and/or marketing challenge and quantifiable KPIs.
- Clear identification of the problem and/or opportunity that informs the action taken by the agency (e.g., long-term campaign strategy development, digital transformation, establishment of new partnerships, ways of working etc).
- Measures of success have been clearly defined by each stage/interval of the project with clear benchmarks and milestones.

**PARTNERSHIP JOURNEY
& APPROACH**
(30% / 200 words)

- A coherent and well-argued strategic approach that addresses the foundational business context.
- The strategic approach was applied consistently over the period covered.
- A unique approach to the roadmap and/or initiatives developed.
- Outlining and acknowledging barriers or roadblocks which emerged along the way were overcome effectively and efficiently.
- Stakeholders were taken on the journey in a way that contributed to success.

**THE CURRENT BUSINESS
CONTEXT / IMPACT**
(50% / 200 words)

- An appropriate measurement plan was put in place to determine the business impact of the approach.
- Success has been delivered against the specific KPIs identified.
- The approach delivered significant commercial impact for a period of 18 months or more, as benchmarked against client and/category norms.
- The results are clearly due to the approach the agency put in place as a business partner, after other influencing factors have been discounted (e.g., long-term consumer trends, price, distribution, competitive activity).

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

EXECUTION

01. BEST INTEGRATED CAMPAIGN

Entries must demonstrate how the combination of two or more platforms, such as mobile, OOH, social media, technology, TV, cinema, radio, print or other mediums delivered impact far greater than use of a single channel. Judges will be looking at successful multi-channel campaigns that show an effective use of various mediums in a creative and engaging way to obtain great results on clear objectives. Winning entries will have shown clear consideration into the role, synergies and performance of each channel used in delivering significant commercial or change impact.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of media** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% / 350 words)

- A unifying media idea that informs the media execution.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

EXECUTION

02. BEST USE OF SMALL BUDGET

Entries must demonstrate how “small budgets” (<\$300,000) were effectively used to deliver strong impact. Importantly, this pertains to using a “small budget” effectively in its own right and not simply a proportion of a larger budget. Judges are looking for innovative, intelligent and creative application of media to create disproportionate impact relative to category, client and market benchmarks. Winning entries will have shown clear understanding of consumer behaviour and/or use of media innovation unlocked inflated commercial or change impacts.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of media** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% / 350 words)

- A unifying media idea that informs the media approach.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

EXECUTION

03. PARTNERSHIP AWARD

Entries must demonstrate how a joint partnership resulted in a demonstrable business impact and influenced change. Partnerships can be both commercial (paid media) and non-commercial (co-branded activations). Judges will be looking for evidence of deep collaboration and mutual benefit delivery for all parties. Winning entries will have delivered work and results not possible without joint contribution.

Media owners are eligible to enter this category.
Joint entries are also encouraged.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of the partnership** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 200 words)

- A unique, well-substantiated and directional insight.
- A clear role for the partnership and rationale for partner selection.
- A coherent, compelling and connected strategic approach to maximise the business and/or cultural impact of the partnership.

**IDEA &
EXECUTION**
(30% / 350 words)

- Overview of the partnership activation and how it delivered to the strategy.
- Mutual benefit evident for partners and evidence of deep collaboration.
- Evidence the partnership elevated what could be delivered in isolation.

**IMPACT &
EFFECTIVENESS**
(40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The use of partnerships delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The partnership demonstrably contributed to results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

EXECUTION

04. INNOVATION

Entries in this category should look to demonstrate how they adopted a brave, change-making approach to break or challenge the conventions of media (channel, placement, or execution) and were able to unlock disproportionate brand or business results through successful deployment of that innovation. The activation can be a stand-alone idea or part of a larger campaign, but the impact must be isolated to the innovation.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the innovation and why it was breakthrough.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A clear rationale for the audience/source of growth
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach that highlights the role for innovation.

IDEA & EXECUTION (30% / 350 words)

- The media execution is a truly innovative idea or approach which broke new ground.
- The innovation was brave and took a leap into the unknown.
- The agency/client overcame significant challenges to make it happen.

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The entry clearly demonstrates that the results were due to the innovation and not unduly impacted by other brand/media activity.
- The innovation demonstrably contributed to results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

EXECUTION

05. BEST CONTENT STRATEGY

Entries must demonstrate how an effective use of content has resulted in brand or business results. The definition of 'content' in the category is anything beyond standard advertising and can include social content, advertiser-funded programming, influencer/ambassador earned content and commercial content integration. Judges are looking for evidence of content originality, the media agency's role in co-creating the content, as well as innovative and/or intelligent distribution strategies. Winning entries will have shown how the content created and deployed resulted in measurable results for the client's brand.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of the media agency** in the content strategy.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 150 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% / 200 words)

- A strong rationale for the need for content and type of content required.
- A unique, well-substantiated and directional insight.
- A coherent and compelling content creation and amplification strategy.

IDEA & EXECUTION (30% / 350 words)

- A unifying idea that unlocks original, relevant and engaging content.
- An innovative/intelligent execution of the amplification strategy, with role of channels, partners and tactics clearly defined.
- Evidence of content success (viewership, engagement, talkability etc).

IMPACT & EFFECTIVENESS (40% / 200 words)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g., price, distribution, competitive activity).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

EXECUTION

06. MEDIA FOR GOOD

This category has been set up to encourage the industry to create work that demonstrates an innovative approach to media that is intentionally considered – from planning to implementation – to drive positive impact in culture through the responsible activation of media.

Entries must demonstrate how the work was curated to do one, or a combination of any of the following; combat ad fraud, reduce environmental impact, make media a safer place for children, create inclusive media experiences etc. Judges will be looking for original work that overcomes a clear cultural and/or industry harm; these can be enduring or emerging. Winning entries will have delivered a real ‘step change’ in the responsible activation of media.

INDUSTRY & CULTURAL CONTEXT (10% / 200 words)

- Clearly outline the cultural context that inspired the change.
- A succinctly articulated and clear marketing challenge.
- Specifically critical objectives and measurement framework.

STRATEGY & EXECUTION (50% / 500 words)

- A new, original and robust strategy to solve for the challenge.
- Direct connection between the strategy and the change delivered.
- Clear articulation of who it was designed to create positive impact for.
- A ‘step change’ solution that inspires and informs broader industry adoption.

IMPACT & EFFECTIVENESS (40% / 300 words)

- Clear evidence of success/impact, measured against critical KPIs.
- Delivered a degree of impact that stands out amongst like activities.
- Results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g., existing behaviour shifts, complementary initiatives, significant investment increases).

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

EXECUTION

07. ESG AWARD

Entries in this category must demonstrate how a media led idea or initiative has positively influenced the environment and/or society through greater sustainability, governance, diversity, equity, or inclusion. Entrants need to provide evidence that they have understood what shifts consumer behaviour, and responded with a media led idea or initiative to create meaningful change. Examples include positively impacting a climate initiative, the rights/community engagement with First Nations people, a disadvantaged community, health and safety, equality, privacy, or data security. Entries will need to clearly articulate the role the media agency played in the design and development of these activities for clients.

WHY THIS WORK IS RELEVANT FOR MEDIA?

(100 words)

- Clearly articulate the **role of media** in this ESG initiative/campaign/idea.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM

(10% / 200 words)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY

(25% / 200 words)

- There is a clear rationale for the opportunity and target audience definition.
- There is a unique, well-substantiated insight in relation to audience behaviour.
- The strategy is coherent, consistent, and original.

EXECUTION

(25% / 200 words)

- Positively supporting ESG is at the heart of the execution
- There is a direct link between the strategic recommendation and the campaign execution.
- The role of media has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS

(40% / 300 words)

- Success has been delivered based on specific environmental or societal shifts in behaviour; changed attitudes towards an organisation/issue; or a positive impact on their bottom line.
- The campaign has delivered a degree of impact that stands out amongst like activities.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g., existing behaviour shifts, complementary initiatives, significant investment increases).
- Entrants may include additional testimonials from partners/clients – maximum 200 words.

SOURCES

(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

CHANNEL EXCELLENCE

01. BEST USE OF SCREENS

Entries must demonstrate innovative and effective activation of screen media, including, but not limited to, the use of FTA, STV, streaming (e.g., Netflix, Prime Video, Kayo, Binge etc), YouTube, programmatic video, cinema etc. Judges will be looking at work that demonstrates new and effective best practice and/or leverages channel innovations to deliver impact and results. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of screens** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day screens brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for screens.

IDEA & EXECUTION (40% / 450 words)

- The use of screens is innovative, original and effective.
- Role of individual screens and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

CHANNEL EXCELLENCE

02. BEST USE OF SOCIAL

Entries must demonstrate innovative and effective activation of social media, including, but not limited to, use of creators, platform innovation, organic, sponsored and paid-for content, blogs, social video, community management and social performance marketing etc. Judges will be looking for best practice examples of social content, engagement and/or performance strategies that deliver results only social media could have achieved. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 words)

- Clearly articulate the **role of social** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day social brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for social.

IDEA & EXECUTION (40% / 450 words)

- The use of social is innovative, original and effective.
- Role of individual social and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES (100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

03. BEST USE OF TECHNOLOGY

Entries must demonstrate innovative and effective activation of technology, including, but not limited to, innovative use of mobile, AR/VR, effective use of- programmatic, AI, Chatbots, IoT, Metaverse, wearable tech or custom-made technology solutions etc. Judges will be looking for work that demonstrates how the brand and technology worked seamlessly, to engage, target, and resonate with the right audiences. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of technology** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for tech.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of technology is innovative, original and effective.
- Role of specific tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

04. BEST USE OF AUDIO

Entries must demonstrate innovative and effective activation of audio, including, but not limited to, the use of linear or digital radio, podcasts, streaming platforms (e.g., Spotify, iHeart, Listnr), audiobooks or conversational interfaces (e.g., Amazon Alexa, Google Home etc). Judges will be looking for work that demonstrates innovation, creativity, planning and the business results achieved through the campaign. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of audio** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day audio brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for audio.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of audio is innovative, original and effective.
- Role of individual audio platforms and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

05. BEST USE OF OUTDOOR

Entries must demonstrate innovative and effective activation of out-of-home media, including, but not limited to, digital and static billboards, street furniture, posters, murals, building/vehicle wraps and ambient media/installations etc. Judges will be looking for work that demonstrates how out-of-home delivered on client objectives, showcased impact, innovation, interaction, and overall excellence in the medium. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of out-of-home** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day out-of-home brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for out-of-home.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of out-of-home is innovative, original and effective.
- Role of individual formats and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

06. BEST USE OF SEARCH

Entries must demonstrate innovative and effective activation of search, including, but not limited to, use of broad internet search (e.g., Google, Bing), e-commerce (e.g., Amazon, Citrus), conversational interfaces (e.g., Amazon Alexa, Google Home) and affiliates etc. Judges will be looking for work that demonstrates best practice examples of innovative bidding strategies, application of platform innovations and/or audience targeting strategies that elevate performance. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of search** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day search brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for search.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of search is innovative, original and effective.
- Role of individual search tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the search strategy.

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

07. BEST USE OF RETAIL

(physical or e-commerce)

Entries must demonstrate innovative and effective activation of retail media, including, but not limited to, in-store, e-commerce, marketplaces, promotions and special events, etc. Judges will be looking for work that demonstrates best practice examples of retail media activation and how it influenced significant sales uplifts. Winning entries will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of retail media** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day retail media brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for retail media.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of retail media is innovative, original and effective.
- Role of individual retail media platforms and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

CHANNEL EXCELLENCE

08. BEST USE OF EVENTS OR EXPERIENTIAL

Entries must demonstrate innovative and effective activation of events or experiential, including, but not limited to, activations, sport sponsorships, pop-ups, stunts, guerrilla marketing, projections, ambient media, digital simulations and virtual events etc. Judges will be looking for experiences that engage, reward, interact with and/or convert customers effectively. Winning entries will have delivered an original experience that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

**WHY THIS WORK IS
RELEVANT FOR MEDIA?**
(100 words)

- Clearly articulate the **role of events or experiential** in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

**OBJECTIVE &
PROBLEM**
(10% / 100 words)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

**INSIGHT &
STRATEGY**
(20% / 150 words)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for events or experiential activations.

**IDEA &
EXECUTION**
(40% / 450 words)

- The use of events or experiences is innovative, original and effective.
- Role of individual elements and tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the experience(s).

**IMPACT &
EFFECTIVENESS**
(30% / 200 words)

- Strong media metrics – reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

PEOPLE AND CULTURE

01. PRO-BONO / CAUSE MARKETING INCENTIVE

In recognition of Pam Lane

A % of the entry fees in this category will be donated to the charity of the winning entry.

This award recognises the agencies, media owners and suppliers who are making the most significant contribution to supporting charities, fundraising appeals or other not-for-profit community initiatives.

Entries must demonstrate how charities or not-for-profit community organisations benefited directly from the support of media agency work, e.g., financial support to fund research and resource; campaign strategy and execution on fundraising campaigns; or time spent by agency staff providing physical support. The entry may cover a single initiative or many. Innovation in media thinking can be included but is not mandatory. Judges will be looking for evidence of leadership and depth of commitment to the campaign/cause. Winning entries will have unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

Note:

This category will not be allocated a weighted score against each criterion, but each proposal will be evaluated in its entirety and consideration will be given to the following areas:

- Philosophy on pro bono and cause marketing opportunities.
- How the initiative was selected.
- The contribution personnel have made to initiative/initiatives.
- The uniqueness of the approach.
- Demonstration of change in consumer and/or donor behaviour as a result of agency contribution.
- Whether this is a one-off agency activity or is an ongoing endeavour and encourages all staff participation.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

PEOPLE AND CULTURE

02. AGENCY TALENT & CULTURE

(<100 people)

Workplace culture plays a critical role in our industry by creating positive, high-performing agency environments. This category recognises outstanding forward-thinking, proactive, and impactful initiatives designed to enhance talent management and agency culture within media agencies.

Entries must demonstrate strategic thinking and execution that has contributed to agency performance or to address a specific talent management and culture issue. This includes, but is not limited to, talent identification & retention, organisational strategy or structure, diversity, training & development, engagement & productivity, positive culture etc. Initiatives can be stand-alone idea or part of a larger program. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s) and strategic direction that directly links to execution and results/impact. Winning entries will have unlocked significant impact relative to industry, agency or cultural benchmarks.

*Open to agencies with **less than** 100 employees.

INDUSTRY & CULTURAL CONTEXT

(20% / 250 words)

- Industry and cultural context that sparked the need to change.
- A clear, well-articulated challenge to be overcome.
- Specific and measurable objectives, linked to business performance.

STRATEGY & EXECUTION

(40% / 500 words)

- A new, original and robust strategy to solve for the challenge.
- Direct connection between the strategy and the program/initiative(s).
- Clear articulation of who it was designed to create positive impact for.
- Link between the program/initiative(s) and agency values, purpose or culture.

IMPACT

(40% / 300 words)

- Evidence of improvements and outcomes from the program/initiative(s).
- Stakeholder surveys conducted pre/post implementation.
- Business impact of program/initiative(s); cost savings, increased revenue, etc.

REFERENCES

(200 words)

- Please provide 2-3 testimonials from employees/partners/clients.

SOURCES

(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES
AND CRITERIAWE ARE
the changers

PEOPLE AND CULTURE

03. AGENCY TALENT & CULTURE

(>100 people)

Workplace culture plays a critical role in our industry by creating positive, high-performing agency environments. This category recognises outstanding forward-thinking, proactive, and impactful initiatives designed to enhance talent management and agency culture within media agencies.

Entries must demonstrate strategic thinking and execution that has contributed to agency performance or to address a specific talent management and culture issue. This includes, but is not limited to, talent identification & retention, organisational strategy or structure, diversity, training & development, engagement & productivity, positive culture etc. Initiatives can be stand-alone idea or part of a larger program. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s) and strategic direction that directly links to execution and results/impact. Winning entries will have unlocked significant impact relative to industry, agency or cultural benchmarks.

*Open to agencies with **more than** 100 employees.

**INDUSTRY &
CULTURAL CONTEXT**
(20% / 250 words)

- Industry and cultural context that sparked the need to change.
- A clear, well-articulated challenge to be overcome.
- Specific and measurable objectives, linked to business performance.

**STRATEGY &
EXECUTION**
(40% / 500 words)

- A new, original and robust strategy to solve for the challenge.
- Direct connection between the strategy and the program/initiative(s).
- Clear articulation of who it was designed to create positive impact for.
- Link between the program/initiative(s) and agency values, purpose or culture.

IMPACT
(40% / 300 words)

- Evidence of improvements and outcomes from the program/initiative(s).
- Stakeholder surveys conducted pre/post implementation.
- Business impact of program/initiative(s); cost savings, increased revenue, etc.

REFERENCES
(200 words)

- Please provide 2-3 testimonials from employees/partners/clients.

SOURCES
(100 words)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.

2023 CATEGORIES AND CRITERIA

WE ARE
the changers

PEOPLE AND CULTURE

04. NGEN AWARD

The NGEN award celebrates our industry's future Changers and recognises excellence in strategic thinking, creativity, storytelling, and media execution expertise, with entrants responding to a brief for a chosen charity. Entry is open to registered members of NGEN with less than 5 years' experience who are currently working for a media communications agency or media industry supplier.

The 2023 brief is for the charity Musicians Making a Difference (MMAD). MMAD is an Australian charity that transforms young lives through music. It exists to inspire young people to make positive choices so they can find their place in the world. A detailed brief is available to download from the MFA website. 50% of NGEN entry fees will be donated to MMAD after the Awards on Thursday 21st September.



UnLtd:

Supporting **MMAD**

PEOPLE AND CULTURE

05. GRAND PRIX

The Grand Prix is selected from the winners of the Outcomes, Execution and Channel Innovation categories. The winning entry represents a case study the judging committee has identified as world-class media thinking, with evidence of innovation and effectiveness that sets a benchmark to inspire the wider industry.

WITH THANKS TO OUR SPONSORS

GRAND PRIX
Proudly Sponsored by



Platinum Sponsors

News Corp Australia

OUTDOOR
MEDIA
ASSOCIATION

SBS Media
a world of difference

Gold Sponsors



Meta Nine

Silver Sponsors

oztam
measuring audiences

yahoo!

**Sponsor list correct at the time of publishing.*