

# 2024

Call for Entry



Grand Prix Sponsor

# mfa awards

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The MFA Awards are the pre-eminent Awards program in the media communications industry in Australia. For twenty five years, these Awards have been highlighting the value that the media agency industry contributes to clients' businesses and demonstrating that We Are The Changers.

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The MFA 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. They provide a platform to inspire and educate the media industry to deliver world class effectiveness.



## 2024 Award Categories

### Outcomes

- Brand Impact *Sponsored by Meta*
- Business Impact
- Behaviour Change
- Data-led Activation
- Long-term Results

### Execution

- Integrated Campaign
- Use of Small Budget <\$500K
- Partnership Award
- Innovation
- Content Amplification Strategy
- ESG Campaign *Sponsored by SBS*
- Media For Good

### People And Culture

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

### Channel Excellence

- Best use of Screens
- Best use of Social
- Best use of Technology
- Best use of Audio

- Best use of Outdoor *Sponsored by OMA*
- Best use of Performance Media
- Best use of Retailer Owned Media
- Best use of Events or Experiential

### Grand Prix

The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners. The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.  
*Sponsored by Seven*

## Eligibility

The eligibility period for all entries is **1st January 2023 to 31st March 2024** i.e. campaigns/activity must have been live at some stage during this period.

The eligibility period for the Long-term Results category is 2 years and 3 months i.e., from **1st January 2022 to 31st March 2024**.

Media owners are eligible to enter all categories (excluding agency talent and culture) where it is an internal initiative or a campaign run with a direct client.

Where an agency partner is involved, it must be entered in partnership.

## Entry Fees

### MFA Members

\$517 incl GST per entry

### MFA Non-Members

\$1,000 incl GST per entry

### NGEN / Pro-Bono

\$120 incl GST per entry

## Entry Deadline

**Friday 3rd May 2024**

Winners will be announced at the MFA Awards Gala Dinner on Thursday 19 September 2024 at White Bay Cruise Terminal, Sydney.

**WE ARE**  
*the changers*

To view categories and criteria descriptions, terms and conditions, FAQs and to enter, visit:

[www.mediafederation.org.au](http://www.mediafederation.org.au)

Please direct any queries to [hello@rareproductions.com.au](mailto:hello@rareproductions.com.au)