



PRESS RELEASE

INNOVATION, IMPACT AND EFFECTIVENESS CELEBRATED AT 26TH MFA AWARDS

18 September 2025: A campaign that blurred the lines between the virtual and physical worlds has taken out the top honour at the 26th annual MFA Awards, with Clemenger BBDO's innovative Samsung "Clash of Commuters" activation – which transformed the daily commute into an extraordinary gaming experience – crowned the prestigious Grand Prix winner.

The glittering black-tie gala in Sydney brought together the brightest minds and leaders from across the media industry, as agencies and brands including IAG, Lion, Mars, Air New Zealand and McDonald's took home trophies for the most effective and impactful media work of the year.

The MFA Awards are the pinnacle of media effectiveness in Australia, shining a spotlight on campaigns that deliver results while bringing to life the industry's purpose: We Are The Changers.

Alongside Clemenger BBDO, agencies recognised for their work were Initiative, Wavemaker, Starcom, UM Australia, OMD, This is Flow, Them Advertising, WPP Media, Hello, PHD, EssenceMediacom and Avenue C – showcasing a breadth of talent and innovation across the industry.

Judging was once again rigorous and highly competitive, with more than 100 judges – nearly half of them client CMOs – assessing entries against effectiveness, long-term growth and alignment with the industry purpose. Judges praised this year's work for pushing boundaries, delivering bold ideas and driving measurable impact for clients.

The night also celebrated individual leaders:

Barry O'Brien, Founder & Chairman of Atomic 212°, was inducted into the **MFA Hall of Fame** for his unmatched contributions and unwavering belief in media as a force for good.

Elena Giannini (Avenue C), Katy Eng (OMG Diverse) and Luisa Dalli (Havas Media) were awarded the **MFA Industry Contribution** award for spearheading Project Diverse with Roy Morgan – a landmark initiative modernising Australia's audience planning data to better reflect today's diverse society.

Peter Horgan, CEO of Joy, was also invited to the stage for a special acknowledgement of his 10-year service as Chair of the MFA Board. He stepped down from the Board earlier this year following his departure from Omnicom Media Group.



MFA CEO Sophie Madden said: “This year’s winners prove, yet again, that Australia’s media agencies are world-class – delivering clever, creative and commercially powerful solutions that transform businesses and make a real difference in people’s lives. The bar has never been higher, and the calibre of work we’ve seen this year is nothing short of extraordinary. Congratulations to all our winners and thank you to our incredible judges and the Awards Steering Committee for helping us celebrate the very best of what our industry can achieve.”

The 2025 MFA Awards winners are:

Grand Prix – Sponsored by Seven

Clemenger BBDO, Clash of Commuters, Samsung

OUTCOMES

Brand Impact – Sponsored by Meta

Initiative and News Corp Australia, Help Our Highway, IAG

Business Impact

Wavemaker, Answer The Call, yourtown

Behaviour Change

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Data-Led Activation

Starcom, When The Going Gets Tough, The Data Gets Going, Metricon Homes

Long-Term Results

UM, XXXX Gold: A Legacy Rebuilt: A Long-Term Media Impact Story, Lion

EXECUTION

Best Integrated Campaign

Clemenger BBDO, Clash of Commuters, Samsung

Best Use of Small Budget <500K

Wavemaker, Building unshakeable hair confidence through ‘detangling hair’ moments, Lady Jayne

Partnership Award

Clemenger BBDO, Clash of Commuters, Samsung

Innovation Award



OMD and Akcelo, Macca's Squid Game Meal – Dare to Play?, McDonald's

Best Content Amplification Strategy

This is Flow, Real-Time Runway, MESHKI

ESG Campaign – Sponsored by SBS

Them Advertising, Perfectly Adoptable Campaign, RSPCA South Australia

Industry Change Program – In support of Ad Net Zero

WPP Media, Digital Sustainability Initiative

CHANNEL EXCELLENCE

Best Use of Screens

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Best Use of Search

Starcom, Messy Middle, Air New Zealand

Best Use of Social

Paramount ANZ and Hello, A Mountain of Movies, Paramount+

Best Use of Audio

UM, One Talk at a Time, National Office for Child Safety, Attorney-General's Department, Australian Government

Best Use of Outdoor – Sponsored by OMA Move

oOh!media and PHD, Falcon, ANZ

Best Use of Retailer Owned Media

EssenceMediacom and Amazon, Unlocking Amazon to reward that thing you did, Mars

Best Use of Events and Experiential

Clemenger BBDO, Clash of Commuters, Samsung

PEOPLE & CULTURE

Pro Bono/Cause Marketing Incentive (In recognition of Pam Lane)

EssenceMediacom, Go Blue for Dolly, Dolly's Dream

Agency Talent & Culture (<100)

Avenue C, Where Experience Takes You



Agency Talent & Culture (>100)

WPP Media, Salary Transparency

NGEN Award

Ashley Hill, Match & Wood

Industry Contribution

Elena Giannini (Avenue C), Katy Eng (OMG Diverse) and Luisa Dalli (Havas Media) for Project Diverse

Hall of Fame

Barry O'Brien

The 2025 MFA EX sponsors are:

Grand Prix: Seven

Platinum: Meta, Outdoor Media Association, SBS

Gold: Ad Standards, News Australia, Nine, OzTAM, Pinterest, Samsung Ads, YouTube

Silver: Cairns Crocodiles, Commercial Radio & Audio, Foxtel Media, Nielsen

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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.