



## PRESS RELEASE

# GAME-CHANGING CAMPAIGNS NAMED AS FINALISTS IN 2025 MFA AWARDS

**17 June 2025:** Groundbreaking campaigns for Uber Eats, Telstra, ALDI, IAG, McDonald's and Samsung are among the standout contenders named as finalists for the **2025 MFA Awards**, ahead of the winners' reveal at the gala dinner on 18 September.

This year's judging panel of more than 100 media and marketing leaders featured more than 50% client-side CMOs, bringing a strong advertiser perspective to the selection process. Judges sought work that not only delivered effectiveness and long-term business growth, but also embodied media agencies' industry purpose of We Are The Changers.

UM Australia Chief Strategy & Growth Officer and MFA Awards Steering Committee member, Raj Gupta, said: "To be named a finalist for the MFA Awards is a significant achievement. The 2025 MFA Award finalists not only reflect the importance of media in delivering client outcomes but also the dynamic development of the craft of media. The combination of the experience of the judges, rigour and scrutiny in assessing entries and the focus on client outcomes means these finalists have met a high bar in their submissions, which in itself is a significant accomplishment all for those finalists."

All winners were determined by silent vote, with the results remaining a closely guarded secret until awards night.

The finalist list spans small independents to global agency networks and reflects a growing number of collaborative partnerships. Judges praised the calibre of entries, highlighting their strategic innovation, bold execution and measurable client impact.

Dianne Taylor, General Manager Marketing at PVH Brands – Calvin Klein & Tommy Hilfiger, who was a Judge this year, said: "Judging the MFA Awards is an exciting and inspiring experience. The standard of entries this year was exceptionally high, and the scrutiny each submission underwent was intense. Every finalist has earned their place through bold thinking, strategic excellence, and measurable impact. To stand out in a field this competitive is a major achievement – congratulations to all who made it through."

MFA CEO Sophie Madden added: "Huge congratulations to this year's MFA Awards finalists. Your work showcases the extraordinary talent and ambition that define our industry forward. These campaigns are not just smart and strategic – they're creating real, positive change and truly reflect our industry purpose of We Are The Changers. A heartfelt thank you also goes to our exceptional



panel of judges, who generously gave their time and expertise to help spotlight the very best work in the country.”

In addition to the category winners, the MFA Awards gala will also unveil the prestigious MFA Awards Grand Prix (presented by Seven), along with the Hall of Fame recipient and NGEN Award winners.

The 2025 MFA Awards will be held at Randwick Racecourse in Sydney on Thursday 18 September, following the MFA EX conference. MFA EX will also take place in Melbourne on 4 September 2025.

**The 2025 MFA Awards finalists are:**

## **OUTCOMES**

### **Brand Impact – Sponsored by Meta**

EssenceMediacom and Special Group, Get Almost, Almost Anything, even Andy, Uber Eats Initiative and News Corp Australia, Help Our Highway, IAG Involved Media, Making Accounting EPIC Again, Chartered Accountants Australia & New Zealand OMD and Akcelo, Macca’s Squid Game Meal – Dare to Play?, McDonald’s

### **Business Impact**

Match & Wood, Start with why: Reframing the case for University, Curtin University Wavemaker, Answer The Call, yourtown

### **Behaviour Change**

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood Initiative, Not BEEPING Worth The Risk, Road Safety Commission of Western Australia

### **Data-Led Activation**

iProspect, Seven Agile Engine, Seven West Media Publicis Groupe, Cold & Flu Forecast, Codral Starcom, When The Going Gets Tough, The Data Gets Going, Metricon Homes WPP Media and Mindshare, OmniFizz Connecting Stores, Streams and Sales, SodaStream

### **Long Term Results**

Spark Foundry, How Little Moments Make Big Bikkies, The Arnott’s Group UM, XXXX Gold: A Legacy Rebuilt: A Long-Term Media Impact Story, Lion Wavemaker, The Official Smile of AFL, Colgate-Palmolive



## EXECUTION

### **Best Integrated Campaign**

Clemenger BBDO, Clash of Commuters, Samsung

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

UM, Make STI testing your Beforeplay, Australian Government – Department of Health and Aged Care

Zenith, ALDCore, ALDI Australia

### **Best Use of Small Budget <500K**

Carat, Dream Jobs on a Backpacker Budget, Tourism WA

Wavemaker, Making sex therapy more than just a one-night stand, Audible

Wavemaker, Building unshakeable hair confidence through 'detangling hair' moments, Lady Jayne

### **Partnership Award**

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Clemenger BBDO, Clash of Commuters, Samsung

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

Initiative and News Corp Australia, Help Our Highway, IAG

### **Innovation**

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

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

Wavemaker, Ink Your Grin, Paramount

### **Best Content Amplification Strategy**

EssenceMediacom and Val Morgan, Serving bold flavour to a new generation, MasterFoods

OMD, Six & Out Second Innings: On Tour with Macca's, McDonald's

This is Flow, Real-Time Runway, MESHKI

Wavemaker, Making sex therapy more than just a one-night stand, Audible

### **ESG Campaign – Sponsored by SBS**

Them Advertising, Perfectly Adoptable Campaign, RSPCA South Australia

WPP Media and Essencemediacom, People's Choice

### **Industry change Program – Supported by Ad Net Zero**

Publicis Groupe, Roar to Zero

WPP Media, Digital Sustainability Initiative



## **CHANNEL EXCELLENCE**

### **Best Use of Screens**

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood  
EssenceMediacom and Special Group, Get Almost, Almost Anything, even Andy, Uber Eats

### **Best Use of Search**

Intender, Control + Alt + Lead: Doubling Leads with Symptoms-Marketing, Control Hire  
iProspect, Taking a Bite Out of Search, Shark Ninja  
iProspect, Booked for the Main Event: How Search Helped Vibe Docklands Take Centre Stage, TFE  
Match & Wood, From Search to Study, Curtin University  
Starcom, Messy Middle, Air New Zealand  
Wavemaker, Overseas Visitor Health Cover, Allianz Partners

### **Best Use of Social**

EssenceMediacom and WPP Media, Mable – My Kind of Independence, Attain Healthtec  
Paramount ANZ and Hello, A Mountain of Movies, Paramount+  
Publicis Groupe, Hydration Anthem, Neutrogena

### **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**

Clemenger BBDO, Samsung presents Sweet Ben, Samsung  
OMD, Australia's most ambitious outdoor campaign!, Telstra  
oOh!media and PHD, Falcon, ANZ

### **Best Use of Retailer Owned Media**

EssenceMediacom and Amazon, Unlocking Amazon to reward that thing you did, Mars  
Publicis Groupe, Storytime, Zyrtec

### **Best Use of Events and Experiential**

Clemenger BBDO, Clash of Commuters, Samsung  
Wavemaker, Bref – City2Surf Poodium, Henkel  
Wavemaker, Born With It, L'Oréal  
Wavemaker, Ink Your Grin, Paramount



## PEOPLE & CULTURE

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

EssenceMediacom, Go Blue for Dolly, Dolly's Dream

Match & Wood, Broadcasting Joy, Radio Lollipop

This is Flow, Turning up the Volume, Australian Children's Music Fund(ACMF)

### **Agency Talent & Culture (<100)**

Avenue C, Where Experience Takes You

Intender, Removing The Culture of 'Busyness' for Better Impact

This Is Flow, Culture Redefined

### **Agency Talent & Culture (>100)**

Havas Media, The Ultimate Agency U-Turn

WPP Media, Salary Transparency

Tickets are on sale via the [MFA website](#).

## The 2025 MFA Awards sponsors are:

**Grand Prix:** Seven

**Platinum:** Meta, Outdoor Media Association, SBS

**Gold:** Ad Standards, News Corp Australia, OzTAM, Pinterest, YouTube

**Silver:** 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.