



FINALISTS AND WINNERS

GRAND PRIX SPONSOR



NEXT>





Sophie Madden

CEO, MFA

WELCOME

FOR MORE THAN A QUARTER OF A CENTURY, THE MFA AWARDS HAVE CELEBRATED THE VERY BEST OF AUSTRALIAN MEDIA, SETTING THE BENCHMARK FOR EXCELLENCE AND DEMONSTRATING THE CRAFT'S UNRIVALLED EFFECTIVENESS IN DRIVING BOTH COMMERCIAL AND CULTURAL IMPACT.

As the only awards program dedicated to the discipline of media, the MFA Awards recognise the long-term thinking and change-making work that shapes the future of our industry – a focus that feels more vital than ever.

Since the first MFA Awards were handed out in 1998, our industry has undergone enormous change – and the awards program has evolved in step with it. From the early days of the internet and ‘dumb phones’ to today’s technology-fuelled, data-rich landscape, the MFA Awards have grown to become Australia’s pre-eminent media awards, reflecting the transformation of our industry every step of the way and showcasing work that truly embodies our industry purpose: We Are The Changers.

At the heart of the program is a rigorous judging process that includes independent auditing, blind voting, conflict filtering and a greater role for clients, with close to 50% of this year’s judges being CMOs – reinforcing media’s vital contribution to business growth at the boardroom level.

Over the past two years, the MFA Awards Steering Committee has reshaped the program to ensure it remains inclusive, purposeful and elevated – opening more doors for independent and specialist agencies, and introducing initiatives such as NGEN Award Day, which gave a record number of emerging media professionals the opportunity to present their thinking live to esteemed judges.

Congratulations to all finalists and winners for delivering work that is strategic, innovative and deeply effective. Your bravery and collaboration inspire the entire MFA community. We encourage everyone to explore the finalists’ case studies to learn from the best and continue raising the bar.

A huge thank you to our sponsors, especially Seven Network, marking 16 years as Grand Prix Sponsor, and to our MFA Awards Steering Group for their hard work and dedication.

Sophie Madden
CEO

FROM THE MFA AWARDS CHAIRS



**Chris
Colter**

MFA EX & Awards
Co-Chair



**Catherine
Rushton**

MFA EX & Awards
Co-Chair

EVERY YEAR THE MFA AWARDS SURFACES AND CELEBRATES THE ABSOLUTE PINNACLE OF MEDIA CRAFT, AND IN ITS 26TH YEAR THE BENCHMARK OF BRILLIANCE HAS RISEN TO ALL NEW HEIGHTS.

Emboldened by our industry purpose “We are the Changers” the work recognised in 2025 represented far more than optimisations to best practice. It dared to change. Going beyond incrementalism, this years work took bold strategic leaps, invented new channels, forged new distinctive media devices, accelerated new world technology, and embraced a pioneering purpose to do so ethically, responsibly and sustainably.

Much like the work itself, the MFA Awards program is constantly evolving year after year. In 2025 we streamlined and evolved the categories and criteria to better reflect how our craft continues to shift including new categories Industry Change Program and Best Use of Search. This not only resulted in more work being entered and recognised, but by more agencies across a more diverse spectrum of specialisms. Holding companies, independents, performance specialists and more are heavily represented in this years program - a trend we commit to continue to foster.

In addition to that, we embraced the old adage of ‘media is the message’ and globally pioneered new ways to judge and experience this years awards. Partnering with Google’s ai platform NotebookLM we accelerated the content verification process and translated entries into audio podcasts to offer both a more inclusive and immersive way to learn about the work.

As always, this is all underpinned with a ruthlessly rigorous judging process, involving ai-powered content and conflict filtering, independent auditing, blind voting and a strong burden of proof requirement to demonstrate media’s specific contribution. This year, judging panels included a higher proportion of CMOs and marketers, making up close to 50% of the judging cohort, bringing a strong advertiser voice to the selection process and reinforcing media’s seat at the board table.

Congratulations to all finalists and winners for the incredible quality of strategic thinking, innovation and collaboration you’ve delivered - categorically proving We Are The Changers.

Colts, Crush and the MFA Awards committee.

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Media Strategy ANZ
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2025 HALL OF FAME RECIPIENT

Barry O'Brien

WITH A CAREER SPANNING DECADES, BARRY O'BRIEN HAS BUILT SOME OF THE COUNTRY'S MOST ENDURING MEDIA AGENCIES, GUIDED COUNTLESS CAREERS, AND CHAMPIONED THE INDUSTRY WITH A GENEROSITY OF SPIRIT THAT SETS HIM APART.

After co-founding and leading Total Media – which became the launchpad for PHD in Australia – O'Brien went on to establish Atomic 212° in 2008. Over 17 years, he grew it into Australia's largest independent media agency, with offices in Sydney, Melbourne, Brisbane and Darwin, servicing blue-chip clients and earning global recognition for its innovative, results-driven work.

Earlier this year, Atomic 212° joined Publicis Groupe, cementing O'Brien's legacy as the architect of one of the great Australian indie success stories – an agency that proved local independents can compete on the world stage.

O'Brien was an original MFA board member in 1997 and the inaugural Chair of UnLtd, embedding social responsibility into the industry's DNA. Awarded the Order of Australia in 2014 and named Mediaweek Icon in 2023, he continues to give back through extraordinary charity work.

Central to O'Brien's success is his belief that relationships are the lifeblood of the media industry. As anyone within his orbit knows, his door is always open – to clients, media partners, staff, and anyone seeking guidance.

2025 HALL OF FAME RECIPIENT

BARRY O'BRIEN



Kurt Burnette, the former chief revenue officer of Seven West Media, describes O'Brien as "a shrewd businessman and negotiator with a heart of gold and an innate ability to become not just a business partner, but a friend".

"You felt like you were working for each other and wanted to run through walls for him, because you knew he would do the same," Burnett says. "I know his team does, the media do, as do his clients and the many charitable organisations he supports. That is very rare and it is very special and why Barry belongs in the MFA Hall of Fame."

Indeed, while O'Brien is known for his sharp commercial instincts, he is equally respected for his integrity, generosity, and unwavering commitment to people. He has mentored generations of media leaders, supported MFA initiatives to shape young talent, and regularly fronted the media as a trusted voice on the industry's impact and achievements.

"Barry has been a constant presence in my career," says Brian Gallagher, Commercial Director Audio at Nine. "I've watched him evolve over many years into the statesman of media and advertising that he is today. His contribution to the industry can be measured in many ways, in support of many worthy causes and a strong focus on successful outcomes for his clients."

"I do think that his lasting legacy though will be measured in the success of other people. The many of us that he has generously mentored and supported into being the best version of ourselves. Congratulations on your induction Barry, from all of us who have benefited from your counsel over many years."

Melanie Kay, Business Director at OMD, says: "Barry has dedicated his career to the media industry with integrity, innovation, and generosity. A true gentleman, he has mentored and inspired countless individuals, built enduring client partnerships, and pioneered media firsts that have shaped our industry. His lifetime of service stands as a powerful legacy - marked by passion, forward-thinking innovation, and, most importantly, genuine care for people."

Lorraine Woods, Chief Investment & Trading Officer at Atomic 212°, also praises O'Brien's generosity and support of up-and-coming talent. "Barry has been a cornerstone of the advertising industry for decades, generously sharing his wealth of knowledge and experience with the next generation of talent," she says.

2025 HALL OF FAME RECIPIENT

BARRY O'BRIEN



"He has given countless people their first opportunity in the industry, nurturing their growth and shaping future leaders. Known for his approachability and genuine interest in people at every level, Barry makes everyone feel valued and supported. He is a true mentor whose impact extends far beyond the boardroom."

In just the past two years, O'Brien has raised around \$1 million for causes including School for Life, the Children's Cancer Institute, and the family of jockey Dean Holland. When Atomic 212's Emma Macey's daughter Bella was diagnosed with CRPS, O'Brien personally raised \$250,000 to support her care.

And through the agency's partnership with Charles Darwin University, he has championed scholarships for First Nations students in the Northern Territory, reflecting his commitment to creating pathways for the next generation.

Annabelle Chauncy, CEO & Founding Director of leading education charity School for Life, has experienced Barry's generous spirit and commitment to positive change first-hand.

"I'm absolutely delighted to see Barry O'Brien OAM inducted into the MFA Hall of Fame," she says. "I first met Barry through the ASX Refinitiv charity program and was immediately inspired - not only by his remarkable journey in building one of Australia's most successful media agencies, but also by the way he has used that success to make a difference in the lives of others."

Barry has been a tireless champion for change, by generously leveraging his network, his Atomic 212 team and resources, and by making his own personal commitments to support the work of School for Life. Thanks to his dedication, thousands of vulnerable children in rural Uganda have been given the chance to access quality education and build brighter futures."

Reflecting on O'Brien's impact, MFA Board Chair Mark Coad, CEO of IPG Mediabrands, describes him as a leader who continues to inspire us all: "For decades, he has shaped our industry as a senior leader, building and running successful businesses, mentoring countless people, and earning respect as both an inspiring leader and an all-round great bloke."

Barry O'Brien's career is defined by building, giving and leading. He has created agencies that set new benchmarks for performance, mentored and inspired the people who now lead the industry, and consistently used his influence to strengthen the broader community.

For his unmatched contributions, his trusted voice, and his tireless championing of media as a force for good, Barry O'Brien is a worthy inductee into the MFA Hall of Fame.



2025 INDUSTRY
CONTRIBUTION AWARD

Elena Giannini, Katy Eng and Luisa Dalli

INDIVIDUALLY, ELENA GIANNINI, KATY ENG AND LUISA DALLI ARE POWERHOUSE CONTRIBUTORS TO THE MFA COMMUNITY - DRIVING INITIATIVES WITHIN THEIR OWN AGENCIES AND ACROSS THE INDUSTRY. AS MEMBERS OF THE MFA DE&I ADVISORY COUNCIL, THEY HAVE BEEN CHAMPIONING THE PUSH FOR A MORE DIVERSE, EQUITABLE AND INCLUSIVE INDUSTRY.

2025 INDUSTRY CONTRIBUTION AWARD

ELENA GIANNINI, KATY ENG AND LUISA DALLI

This year, their leadership on Project Diverse – a landmark initiative modernising audience planning data by integrating more inclusive methodologies and datasets – has earned them the 2025 MFA Industry Contribution Award.

In a first-of-its-kind partnership, Elena, Katy and Luisa represented the MFA DE&I Advisory Council in working with leading research company Roy Morgan to rethink the way Australian demographics are captured in advertising data.

The result? A bold rethink of audience data, with new Roy Morgan Single Source survey questions designed to better reflect the full spectrum of Australia's population – from cultural heritage to health conditions, neurodiversity and other key characteristics that contribute to Australia's vibrant social fabric.

“Change often happens because people have the tenacity and commitment to driving it,” says Aimee Buchanan, CEO of WPP Media Australia & New Zealand, and a key supporter of the project. “That is certainly the case of the work done by the dynamic trio of El, Katy and Luisa. They not only saw the problem, but they understood the power of driving change in this space.”

Thanks to the trio's leadership, every Roy Morgan database subscriber now has access to richer, more representative and diverse audience insights. This is more than just an update – it's a structural reform that transforms the way campaigns are planned. The outcome is sharper insights, more effective targeting, and stronger connections between brands and Aussies.

“Planning starts with the data, and the most common sources of industry data were not representative of Australia's diversity,” Buchanan adds. “El, Katy and Luisa passionately advocated for the inclusion of different questions to ask the things we had never asked before, and agitated to have more targeted publications included in the surveys. Ensuring representation in the data is a monumental step to ensure representative investment more broadly. This trio are true Changers, driving change in an unseen part of our industry.”



2025 INDUSTRY CONTRIBUTION AWARD

ELENA GIANNINI, KATY ENG AND LUISA DALLI



The enhanced dataset now includes questions around physical and mental health as well as neurodivergent experiences. Later this year, it will expand further to include diverse media channels and capture cultural and language media preferences. Elena, Katy and Luisa are also in discussions with Nielsen to update their dataset – ensuring the work continues.

These improvements ensure the data not only reflects who Australians are, but how they consume and connect with media. As a result, agencies are now empowered with the tools to drive data-backed, meaningful change.

Imogen Hewitt, Publicis Groupe ANZ Chief Media Officer & CEO of Spark Foundry ANZ, was another early supporter of Project Diverse. “It’s the kind of project that, despite its enormous importance, could easily never have happened,” she says.

“Quite simply this significant step forward for diverse representation in our industry’s audience data is the consequence of EI, Katy and Luisa’s personal passion, commitment and conviction. Together their determination to make a difference is tireless and this is just the beginning.

“They identified an opportunity for better representation. They articulated it persuasively. They pursued it relentlessly and they made real and meaningful change happen. In fact, they perfectly capture the spirit, intent and impact of being a Changer.”

Linda Wong, MFA Director of People, also praises the trio’s commitment to inclusivity and highlights the impact of their work. “What Elena, Katy and Luisa have achieved marks the start of a significant shift in how our industry approaches research and representation,” Wong says.

“By modernising audience planning data, they have ensured that the full richness of Australia’s population is finally being reflected in the way media agencies and marketers plan and buy media.

“And in living up to our industry purpose of We Are The Changers, they have raised the bar for what meaningful industry contribution looks like – showing how bold ideas, when backed by commitment, can create lasting positive change in our industry and society at large. This well-deserved award recognises their vision and determination, but also the powerful impact of collaboration.”

Through Project Diverse, Elena, Katy and Luisa have proven that lasting change is born from collaboration, determination and vision. Their impact will reverberate across society, as the work of media agencies becomes better informed by – and more representative of – the real Australia.



2025 WINNER GRAND PRIX

YOU CAN'T JUST BE AROUND THE GAME
- YOU NEED TO BE IN IT.

When Samsung launched the S24 Ultra, a phone built for gamers, the brand set out to prove its gaming credentials in a way that would resonate authentically with the community. The result was a brand-new Fortnite gaming experience that not only gave back to gamers, but also elevated Samsung's point of difference in a cluttered category.

But flexing gaming power online wasn't enough. To really grow market share, Samsung needed to put the device directly into gamers' hands. Through a carefully orchestrated mix of experiential, media, and influencer engagement, the brand ensured it didn't just capture attention - it drove real shifts in behaviour and market performance.

Collaboration was at the heart of this success. Working with partners, Samsung:

- Created a Fortnite gaming experience that rewarded gamers.
- Enlisted Australia's top gaming influencers as authentic advocates.

- Activated the transport network and other innovative media touchpoints to meet audiences in the most opportune moments.
- Put devices directly in players' hands through live experiences.
- Built media and gaming market-firsts that drove community engagement.

This campaign impressed the judges as one of the standout entries of the year - close to perfect in its clarity and execution. The sharp, motivational insight seamlessly translated into a powerful strategy and big idea, while the creative execution was both original and inspired. Judges highlighted the way every element felt cohesive, with clear roles for each channel, and the innovation of turning the media itself into part of the storytelling. Most importantly, the campaign delivered expansive, outstanding results, surpassing norms and driving directly attributable market impact.

A truly exceptional case, this work exemplifies the very best of our industry - rightly deserving of the Grand Prix.



Clash of Commuters

AGENCY

Clemenger BBDO

CLIENT

Samsung

COLLABORATING PARTNERS

Livewire, Gamefam, Moisty Media, Revolver, Glue Society, JCDecaux, Torch, Rev360, Ooh!, Spotify, TikTok, JustEggs, Meta, YouTube, Twitch, Google, Reddit, Nexxen





OUTCOMES

BRAND IMPACT WINNER

SPONSORED BY



Help Our Highway

AGENCY

Initiative and News Australia

CLIENT

IAG

At a time when the dual disruptors of ad saturation and channel fragmentation are seeing average campaign effectiveness plummet, 'Help Our Highway' is a powerful reminder of media's transformative power to drive tangible, real world impact.

In today's media landscape, the fastest way to fail is to assume your audience is paying attention. Rather than doubling down on reach or share of voice, we instead aligned our compass to influence and impact - tapping into the leading source of cultural authority for our target audience and using our advertising investment to address an urgent and deeply relevant community challenge.



OUTCOMES
**BRAND
IMPACT**

SPONSORED BY



Make Epic Things Happen

AGENCY

Involved Media

CLIENT

Chartered Accountants
Australia & New Zealand

"Booooooerrrrriiiingggg!!!!!" is the main perception high school students have of accounting. The Make Epic Things Happen Media campaign challenged this perception, saving the future of accounting as a profession in the process.

Perception change is no easy feat, especially amongst Gen Z, a generation geared to cynicism. Our Epic media campaign successfully impacted student targets driving significant uplifts across the key metrics, including, crucially, understanding that accounting offers a passionate career pathway: * An Accounting role can help me work in Industries I am passionate about; lifted 9 points over three phases of activity; 30% to 39% amongst high school students.



Macca's Squid Game Meal - Dare to Play?

AGENCY

OMD and Akcelo

CLIENT

McDonald's

COLLABORATING PARTNERS
Netflix, Mango Communications

For a generation who have outgrown PlayLand, but still love to play, McDonald's had lost its thrill. So, we partnered the world's number one family brand with Squid Game – the biggest, most provocative Netflix show of all time, and turned its iconic Dalgona Candy Challenge into an immersive experience available only at McDonald's Australia.

By blending a nerve-racking physical challenge and mobile gameplay, we turned millions of passive viewers into active Squid Game players, sparking widespread buzz, successfully growing brand love by +2pts, selling out all stock, growing average basket size by 50% achieving an overall 327% return on investment!



Get Almost, Almost Anything, even Andy

AGENCY

**EssenceMediacom
and Special Group**

CLIENT

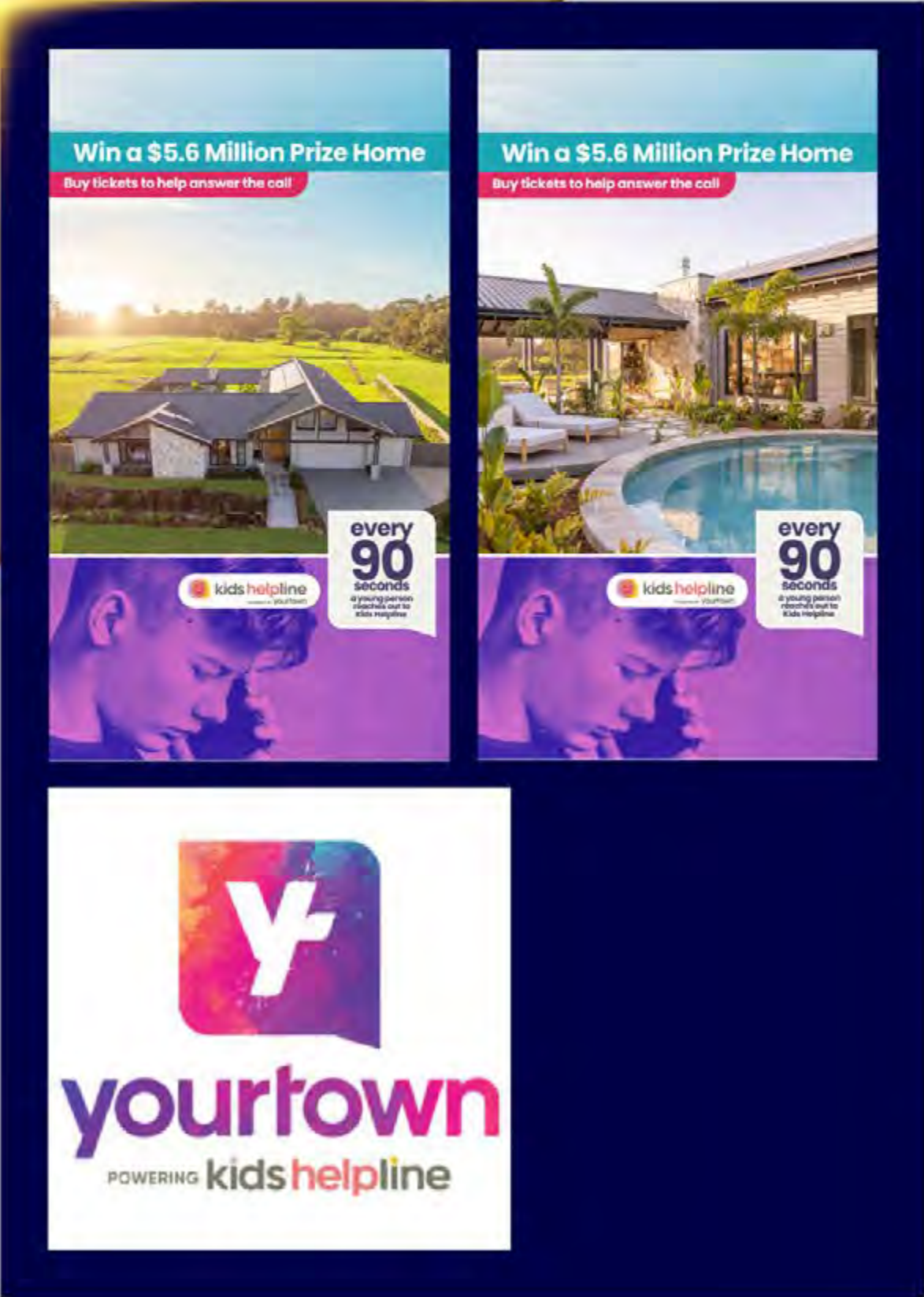
Uber Eats

This campaign exemplifies seamless collaboration between partners to craft an engaging, multi-channel narrative for Uber Eats during the broadcast of Australia's major tennis tournament on Nine. At its core was "the chase"—a two-week pursuit of Andy Murray that captivated audiences and blurred the lines between reality and advertising.

Episodic media touchpoints told the story, with daily updates across screens and social media. Innovative hijacks, like Andy running through a wedding in a Married At First Sight promo, added authenticity and sparked conversation. PR and court side appearances extended the buzz. The excitement drove a 105%+ lift in Brand Attention.

OUTCOMES

BUSINESS IMPACT WINNER



Answer The Call

AGENCY

Wavemaker

CLIENT

yourtown

"Answer the Call" transformed charity prize home marketing by creating an urgent, emotional bridge between the act of ticket purchases and saving children's lives.

Our media strategy turned the haunting sound of an unanswered phone call into a powerful call to action, driving both commercial success and social impact. Through audio partnerships, integrated content, and targeted digital, we cut through category noise while delivering exceptional ROI. The ultimate media lesson: when connecting commercial objectives to profound human impact, we don't just sell tickets—we smash goals, answering calls from children in crisis and prove media's power to literally save lives.



OUTCOMES
**BUSINESS
IMPACT**

“I strongly believe in the power of media to deliver real impact for brands and businesses”.

KATE BAILEY,
GENERAL MANAGER BRAND,
DIGITAL & MEDIA, COLES



Start with why: Reframing the case for University

AGENCY
Match & Wood

CLIENT
Curtin University

Changes in the way people navigate tertiary education has caused an upheaval in the highly competitive university category, meaning effective activation is more critical to commercial success than ever.

In 2024, we partnered with Curtin to completely restructure their media approach; moving away from siloed, faculty-led activity, towards a unified portfolio strategy focused on building brand belief and reducing internal competition at the point of conversion. This shift drove efficiency and helped Curtin exceed application targets by 4x, delivering their strongest results for a campaign launch since in 2012.



OUTCOMES

BEHAVIOUR CHANGE WINNER

Lifeblood Blood Supply

AGENCY
Clemenger BBDO

CLIENT
Australian Red Cross Lifeblood

COLLABORATING PARTNER
Network 7

We didn't just associate with the behavioural cue, we created it. Blood Supply, an Australian-first media idea that saved lives, shifted the focus to the problem rather than the solution.

- Outtakes**
- To change behaviour we focus on motivation or ease, but in a category of one (like Lifeblood and Blood donation), you need to make the category problem salient, urgent and motivating.
 - Using Authority Bias (our tendency to be influenced by the opinions and judgments of authority figures) and TV's ability to deliver it with trusted News anchors, was a foundational pillar of campaign success.



BLOOD SUPPLY

VIC

A+	A-	AB+	AB-	B+	B-	O+	O-
VERY LOW	GOOD	GOOD	GOOD	LOW	VERY LOW	VERY LOW	VERY LOW

BLOOD SUPPLY

Turning Blood Supply into a nightly national news story

Background

Our strategy was to create a new national news story, one that was as compelling as the news stories we already saw on TV. We wanted to create a new national news story, one that was as compelling as the news stories we already saw on TV. We wanted to create a new national news story, one that was as compelling as the news stories we already saw on TV.

Idea

Our strategy was to create a new national news story, one that was as compelling as the news stories we already saw on TV. We wanted to create a new national news story, one that was as compelling as the news stories we already saw on TV. We wanted to create a new national news story, one that was as compelling as the news stories we already saw on TV.

Results

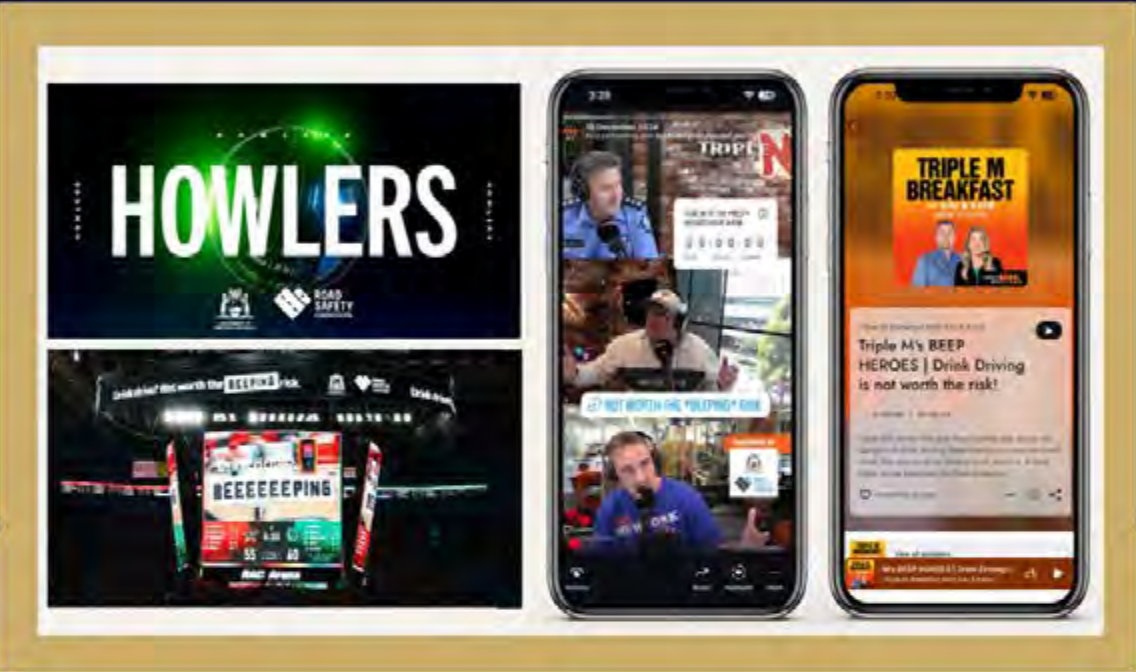
14,700 registered blood donors

187% increase in donor registrations

28,224 lives saved

OUTCOMES

BEHAVIOUR CHANGE



Not BEEPING Worth The Risk

AGENCY
Initiative

CLIENT
Road Safety Commission of Western Australia

COLLABORATING PARTNERS
Gatecrasher (creative agency), Kayo, SCA, Evoke Media

"Not BEEPING Worth the Risk" transformed a passive road safety message into an active behavioural intervention by embedding media directly into decision-making moments. Rather than simply advertising safety, we intercepted drivers at critical inflection points—during entertainment experiences, close to where drink-driving behaviours occur.

The campaign's innovative use of contextual media placement across sporting events, radio programming, and social created unmissable "BEEP" moments that disrupted toxic patterns and established new social norms around drink driving. This approach demonstrates how strategic media placement can reframe normalised risks into socially unacceptable actions, delivering measurable behavioural change far exceeding category benchmarks.



OUTCOMES

DATA-LED ACTIVATION WINNER



WHEN THE GOING GETS TOUGH, THE DATA GETS GOING

BUILDING FOUNDATIONS IN A HOUSING CRISIS

CONTEXT AND OBJECTIVE

INSIGHT AND STRATEGY

IDEA AND EXECUTION

IMPACT AND EFFICIENCY

+67% -51%

39% -15%

Ad

metricon

more love

CELEBRATION

\$50,000

TO SPEND ON BONUS LUXURIES ON DESIGNER & SIGNATURE HOMES FOR JUST \$10,000*

More Love Celebration

With Metricon's 'More Love' offer, get \$50,000 to spend on bonus luxuries for just \$10,000

metricon

Metricon Homes

Find Out More

When the Going Gets Tough, The Data Gets Going

AGENCY

Starcom

CLIENT

Metricon Homes

COLLABORATING PARTNER

The Trade Desk

Metricon Homes transformed how data delivers outcomes during a housing market crisis. While competitors retreated from the market, we leveraged sophisticated first-party data activation to identify and convert high-value prospects in real-time. But importantly, this wasn't about flashy technology; it was about using data to make smarter decisions when they mattered most.

By consolidating platforms, activating CRM data, and implementing real-time optimisation, we created a blueprint for data-driven marketing that the industry can learn from. The results speak for themselves: 67% increase in the number of homes sold when buyers were disappearing from the market.

START <PREV / NEXT>

OUTCOMES

DATA-LED ACTIVATION



Cold & Flu Forecast

AGENCY
Publicis Groupe

CLIENT
Codral

The Codral Cold & Flu Forecast issues a challenge to the industry, to explore the industries and businesses of clients to uncover data and methods of analysis and distribution never used in consumer-facing marketing. It also demonstrates a model for unparalleled integration and co-creation between earned and owned media teams.

By using epidemiological data to plan an intricate system of earned, paid, and bespoke sponsorship formats, we demolished media silos in a world-first execution that drove outsized business growth, won against higher-spending competitors, and used data-led customisation that improved consumer health in the cold and flu season.



Seven Agile Engine

AGENCY
iProspect

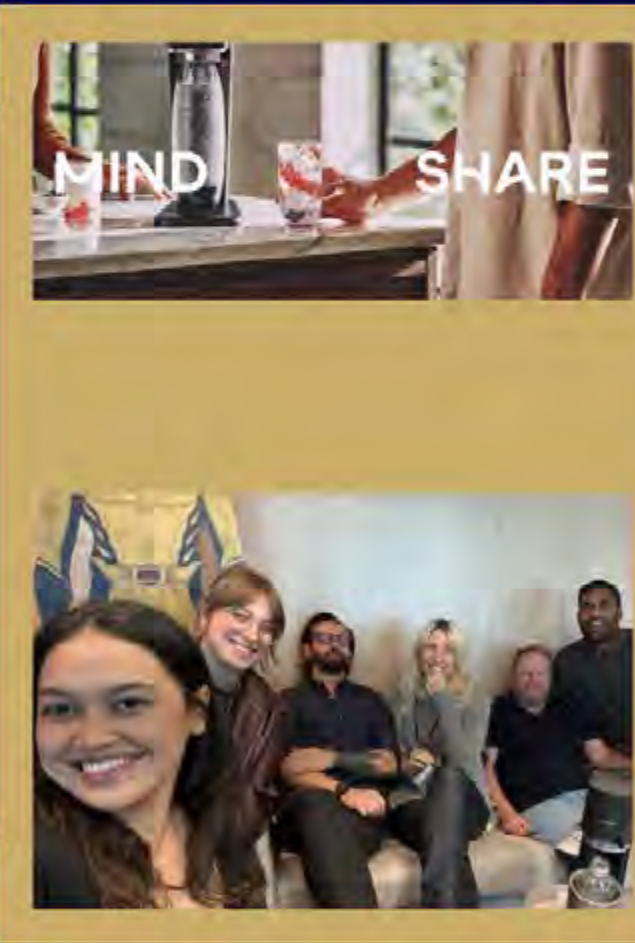
CLIENT
Seven West Media

COLLABORATING PARTNER
Samba TV

In a landscape where TV viewership changes by the minute, Seven reinvented audience acquisition with its Agile Engine. The Agile Engine is a game-changing, data-powered media system. It costs nothing to switch channels, but every switch costs network profitability. The Agile Engine tackled this, using automation and real-time data to drive incremental audiences and directly link media spend to audience growth.

Agile Engine Industry learnings:

- Simplified, dynamic audience strategy with hyper-local, real-time creative that matched the pace of TV ratings boosting acquisition.
- First-in-category use of data targeting to measure and attribute media impact with precision, turning intuition into actionable insight.



OmniFizz Connecting Stores, Streams, and Sales

AGENCY
WPP Media & Mindshare

CLIENT
SodaStream

COLLABORATING PARTNER
Circana

The SodaStream OmniFizz campaign redefined the role of data in omnichannel marketing by bridging digital media performance with brick-and-mortar sales. Leveraging real-time postcode-level sales data, advanced AI optimisation, and hyper-targeted messaging, this campaign transformed awareness-driven media into measurable revenue uplift.

The innovative use of Circana's geo-proscores and WPP Media's Copilot AI enabled dynamic adjustments that maximised ROI while addressing industry-wide challenges like signal loss and privacy restrictions. This groundbreaking approach not only delivered tangible business results with 9.2% sales uplift, but also set a new benchmark for how data can drive precision, efficiency, and effectiveness in retail media strategies.

OUTCOMES

LONG-TERM RESULTS WINNER

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

AGENCY

UM

CLIENT

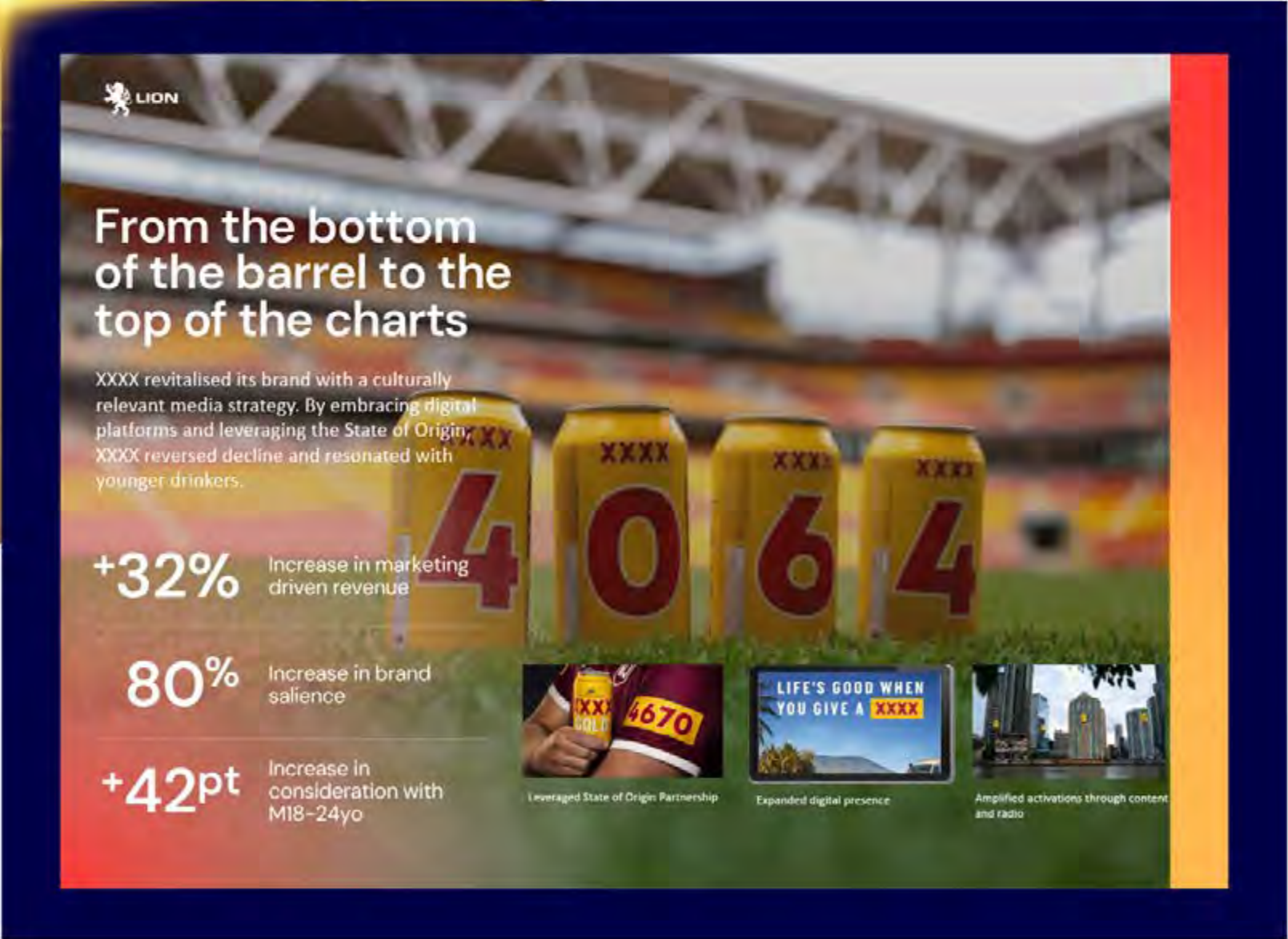
Lion

COLLABORATING PARTNER

Thinkerbell

This work showcases the transformative power of a long-term, culturally relevant media strategy. By diversifying its media mix, embracing emerging digital platforms, and strategically leveraging the State of Origin's cultural significance, we have grown value/\$ share of XXXX GOLD in QLD.

The brand's success reversed a decline in marketing driven revenue and drove a 42-point surge in consideration among young males. It demonstrates how a strategic shift in media approach can revitalise a legacy brand, build genuine connections with a new generation, and achieve substantial commercial impact, even when facing declining category trends and competitive pressures.



OUTCOMES
LONG-TERM
RESULTS



The Official Smile of AFL

AGENCY
Wavemaker

CLIENT
Colgate-Palmolive

COLLABORATING PARTNERS
VML, AFL, The Seven Network

It's easy for customers to feel indifferent about consumer goods brands that sit in utility categories. For Colgate, this was a challenge. By going beyond a traditional sponsorship to a strategic philosophy, Colgate was able to ignite brand love by attaching the distinct brand asset (DBA) of the 'smile' to Australia's most beloved sport – the AFL.

This case study is a best-in-class example of how investing and iterating in a singular strategy approach across consecutive years will maximise a brands potential to grow. Impacting both brand and sales health, the approach has cemented Colgate as one of Australia's most-loved brands.



How Little Moments Made Big Bikkies

AGENCY
Spark Foundry

CLIENT
The Arnotts Group

COLLABORATING PARTNER
Saatchi & Saatchi part of The Neighbourhood

This work exemplifies how media, executed with disciplined consistency, rooted in the laws of brand growth, can protect and grow a premium brand in the toughest of environments. Amid inflation, price hikes, and a 50% drop in share of voice thanks to increased competitor spend, Arnott's not only held ground, it gained. Through a deliberate, long-term investment in mental availability, underpinned by distinctive Masterbrand assets and evidence-led planning, media became the engine room of brand resilience. For the industry, this work is proof that sustained, foundational brilliance beats novelty.

EXECUTION

INTEGRATED CAMPAIGN WINNER

Clash of Commuters

AGENCY

Clemenger BBDO

CLIENT

Samsung

COLLABORATING PARTNERS

Livewire, Gamefam, Moisty Media, Revolver, Glue Society, JCDecaux, Torch, Rev360, Ooh!, Spotify, TikTok, JustEggs, Meta, YouTube, Twitch, Google, Reddit, Nexxen.



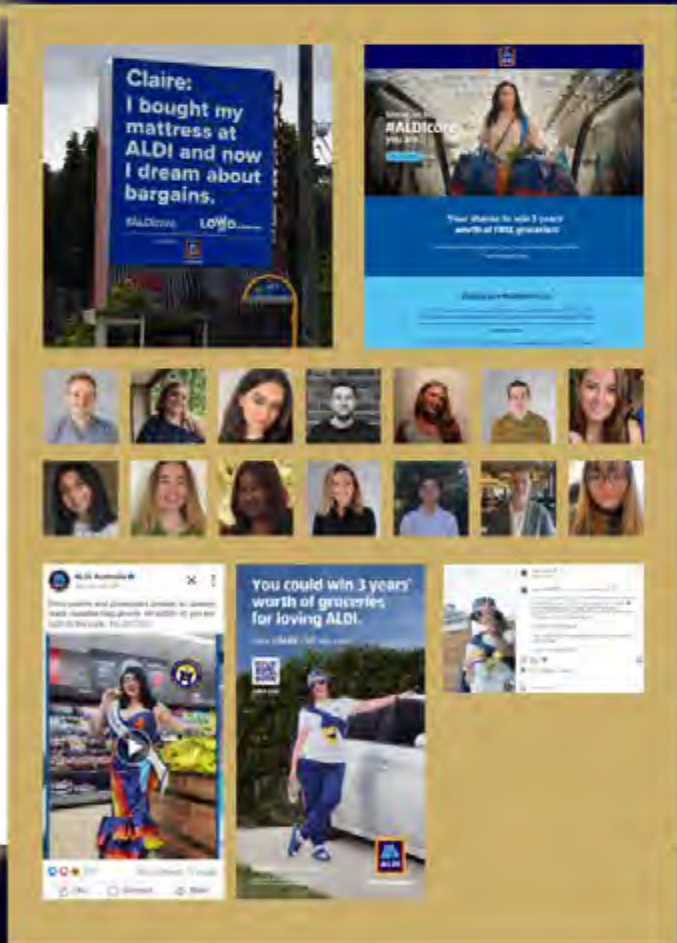
You can't just be around the game; you need to be in it. When Samsung launched the S24 Ultra - a phone built for gamers - we used media integration to:

- Create a brand new Fortnite gaming experience that gives back to gamers.
- Get Australia's top gaming influencers to become Samsung advocates.
- Use gaming and contextual media to cleverly promote our point of difference in their language.
- Create an activation that puts the device in gamers' hands.
- Build media firsts that drove community engagement.

Together, media integration was key to us increasing market share.



EXECUTION
INTEGRATED
CAMPAIGN



ALDIcore

AGENCY
Zenith

CLIENT
ALDI Australia

COLLABORATING PARTNERS
Ogilvy PR, BMF, Digitas

All campaigns aim to reach a particular audience, but few make that audience the centre of attention. This is why ALDIcore is different. As trust in supermarkets plummeted, we highlighted what makes ALDI unique – the advocacy and passion of its fans.

Media was critical for us to recognise ALDI's fans and make them famous. Showcasing our most passionate ALDI shoppers created non-ALDI FOMO – an understanding of what ALDI to the core means. With ALDI achieving highest ever preference and main shop consideration scores we proved success ultimately hinges on the end consumer. So, why not make them the media star?



Macca's Squid Game Meal - Dare to Play?

AGENCY
OMD and Akcelo

CLIENT
McDonald's

COLLABORATING PARTNERS
Netflix, Mango Communications

For a generation who have outgrown PlayLand, but still love to play, McDonald's had lost its thrill. So, we partnered the world's number one family brand with Squid Game – the biggest, most provocative Netflix show of all time, and turned its iconic Dalgona Candy Challenge into an immersive experience available only at McDonald's Australia.

By blending a nerve-wracking physical challenge and mobile gameplay, we turned millions of passive viewers into active Squid Game players, sparking widespread buzz, successfully growing brand love by +2pts, selling out all stock, growing average basket size by 50% achieving an overall 327% return on investment!



Make STI testing your Beforeplay

AGENCY
UM

CLIENT
Australian Government - Department of Health and Aged Care

COLLABORATING PARTNERS
Ogilvy, Fenton

STI rates are rising in Australia, particularly among young people aged 20-34 (a notoriously difficult group to engage, especially on the topic of 'sex'). To normalise STI testing as a 'pre-sex ritual', media hijacked moments of social connection and probable sex-seeking moments, before they reached the bedroom.

Innovative media placements included dating apps Tinder and Grindr, as well as distributing campaign branded condoms at university orientation-week activations, curated a nostalgic 'sealed section' in Rolling Stone magazine and branded coasters in bars and clubs. The campaign successfully changed behaviour, stimulating conversations and increasing young Aussies' intentions to get tested.

EXECUTION

USE OF SMALL BUDGET <\$500K

WINNER



Building unshakeable hair confidence through ‘detangling hair’ moments

AGENCY

Wavemaker

CLIENT

Lady Jayne

COLLABORATING PARTNER

GOAT Agency

This campaign proves how under \$500K can go far with cultural precision and media creativity.

With no above-the-line spend, Lady Jayne won over Gen Z on TikTok by turning media into the idea—using creators for reach, humour for relevance, and retail for conversion. It’s a challenger-brand blueprint: insight-led, culturally sharp, and built for a world where attention is earned, not bought.



EXECUTION
USE OF SMALL
BUDGET <\$500K



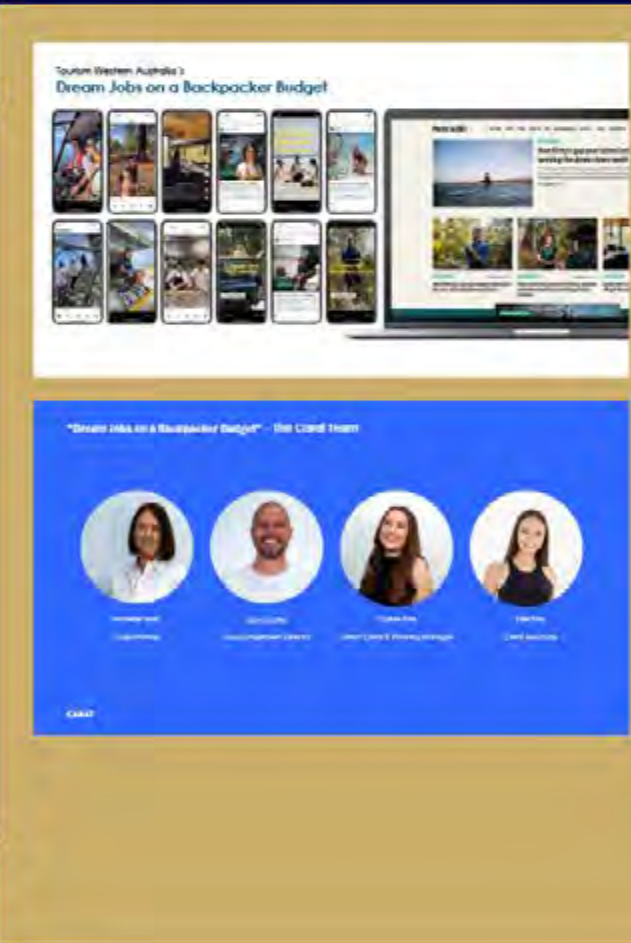
Making sex therapy more
than just a one night stand

AGENCY
Wavemaker

CLIENT
Audible

Using media to encourage a journey of sexual self-discovery is no easy task. By taking over a culturally iconic media device that represents intimacy for women across Australia, Audible was able to nudge W18-44 to open the door to Sex Therapy S2 – an Audible Original series.

Embracing our smaller working budget of \$426K to challenge ourselves and our partners to deliver precise moments of intimacy that would inspire audiences to take their own journey with Sex Therapy. Wavemaker used the budget as a strength, taking a considered approach to planning that prioritised relevance over reach at every step.



Dream Jobs on a Backpacker Budget

AGENCY
Carat

CLIENT
Tourism WA

COLLABORATING PARTNER
Perth is Ok!

This campaign proves that a smart media strategy can punch well above its weight. With a modest \$400k budget, Carat Perth and Perth is OK! crafted a social-first campaign that transformed perceptions of tourism and hospitality careers among Gen Z.

Media didn't just distribute the message—it was the message. By leaning into platform-native content, creators, and clever call-to-actions, media became the engine for cultural relevance. The industry can learn how authenticity, audience alignment, and clever channel use can drive results without a big spend—especially when backed by insight-driven content and agile partnerships.

EXECUTION

PARTNERSHIP AWARD WINNER

Clash of Commuters

AGENCY

Clemenger BBDO

CLIENT

Samsung

COLLABORATING PARTNERS

Livewire, Gamefam, Moisty Media, Revolver, Glue Society, JCDecaux, Torch, Rev360, Ooh!, Spotify, TikTok, JustEggs, Meta, YouTube, Twitch, Google, Reddit, Nexxen.



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EXECUTION
PARTNERSHIP
AWARD



Lifeblood Blood Supply

AGENCY
Clemenger BBDO

CLIENT
Australian Red Cross Lifeblood

COLLABORATING PARTNER
Network 7

The Blood Supply partnership was an Australian first integration into Seven news broadcast, using every inch of Seven's news broadcasting ecosystem, from Seven News to Sunrise to 7News.com, to change behaviour and save lives.

Key Outtakes:

- 1. Don't underestimate the power of authentic, trusted voices; the impact per impression is just as important (if not more important) than the number of impressions.
- 2. Tentpole ideas activated in broadcast remain a hugely effective way to influence and reach audiences nationwide.
- 3. When a publisher's content goals and the brand's goals are aligned, you can create serious value.



Help Our Highway

AGENCY
Initiative and News Australia

CLIENT
IAG

In an era of digital-first planning, where short form content & fleeting alignment with social creators takes an increasingly large share of media investment, our advocacy-led partnership proved that news publishing remains an irreplaceable catalyst for community transformation.

By orchestrating an unprecedented statewide editorial blitz across NewsCorp's Queensland mastheads, we demonstrated news media's (including print, advertorial, & standard & native content) unique ability to unite diverse communities, drive meaningful policy change, and deliver tangible social impact through coordinated, purposeful storytelling. This campaign transcended traditional advertising and media sponsorships, delivering results only possible through deeply integrated brand storytelling, best-in-class collaboration and genuine partnership.



Unlocking Amazon to reward that thing you did

AGENCY
EssenceMediacom and Amazon

CLIENT
Mars

COLLABORATING PARTNER
Amazon

In a world-first media partnership with Amazon, Mars Bar brought its creative idea "For You Who Did That Thing You Did" to life by tapping into real-time behavioural signals to celebrate people's everyday achievements.

From recycling Amazon packaging to reading reviews before buying, 162 bespoke reward messages were addressably targeted to specific audience behaviours that deserved recognition. These personalised messages seamlessly appeared across the Amazon ecosystem—on Prime Video, delivery envelopes, and more—turning small, everyday actions into moments worth celebrating with a Mars Bar.

EXECUTION
INNOVATION
WINNER

**Macca's Squid Game Meal
- Dare to Play?**

AGENCY
OMD and Akcelo

CLIENT
McDonald's

COLLABORATING PARTNERS
Netflix, Mango Communications

When Gen Z and Millennials were young, they thought of McDonald's as a place to play. They grew up lovin' not the food, but also the playful experience that came with it, which had become a thing of the past. Macca's were losing relevance with Gen Z and Millennials, we were tasked with creating an exciting culturally relevant solution that grew brand fame with these critical audiences measured by the below metrics:

- Create short-term sales growth
- Sell 1.155M units
- Improve brand health (e.g. consideration, preference)
- Grow 'Brand I Love' by +1pts
- Improve brand metrics (e.g. awareness, engagement)
- Increase time spent with Macca's both physically and mentally

To win back Gen Z & Millennials, we needed to connect a brand act so playful & unexpected, it would ripple through their feeds and become a must-try experience.



BRINGING PLAY BACK TO McDONALD'S BY PUTTING AN ICONIC SQUID GAME CHALLENGE INTO THE HANDS OF MILLIONS OF FANS.

DARE TO PLAY

"A meal that should feel ordinary becomes a cultural phenomenon" Forbes

For a generation who have outgrown PlayLand, but still love to play, McDonald's had lost its thrill. To bring the play back to McDonald's, we partnered the world's number one family brand with the biggest, most provocative Netflix show of all time. The launch of the Macca's Squid Game Meal gave millions of fans the opportunity to experience Squid Game's iconic Dalgona Candy Challenge for themselves at Macca's. Out of four candy shapes was included with every meal, and to up the stakes, the show's notorious umbrella candy was replaced by an even more challenging Golden Arches M.

The Dare to Play campaign aimed to create and excite anticipation before driving mass participation. An integrated strategy across social, OIV and OOH leveraged iconic environments from Squid Game, whilst also weaving into the veracity of the show through random sites such as Riddler, to ensure McDonald's was a part of the cultural conversation and encourage fans across Australia to discover play again at Macca's.

SOLD OUT
+50%
43.2M
206K
9 MINS
327%

ACROSS AUSTRALIA
AVAIL BASKET
MOBILE APP
DYNAMIC BEACON
MOBILE GAME PLAYING
AVE. PLAYTIME
RETURN ON INVESTMENT

McDonald's NETFLIX SQUID GAME 2

EXECUTION
INNOVATION



Lifeblood Blood Supply

AGENCY
Clemenger BBDO

CLIENT
Australian Red Cross Lifeblood

COLLABORATING PARTNER
Network 7

Why be newsworthy when you can be the news? The innovation lies in how this campaign transformed an ordinary, well-meaning act into an urgent, national news story, using real-time data and effective media partnerships.

This is a perfect example of how thinking beyond traditional communications can create a powerful, lasting impact on behaviour change. By treating blood shortage as a national news story, the campaign directly addresses the emotional and practical need to protect and serve communities. Making blood supply a critical and time-sensitive issue for all Australians made it a collective responsibility, changing how Lifeblood drives donations.



Ink Your Grin

AGENCY
Wavemaker

CLIENT
Paramount

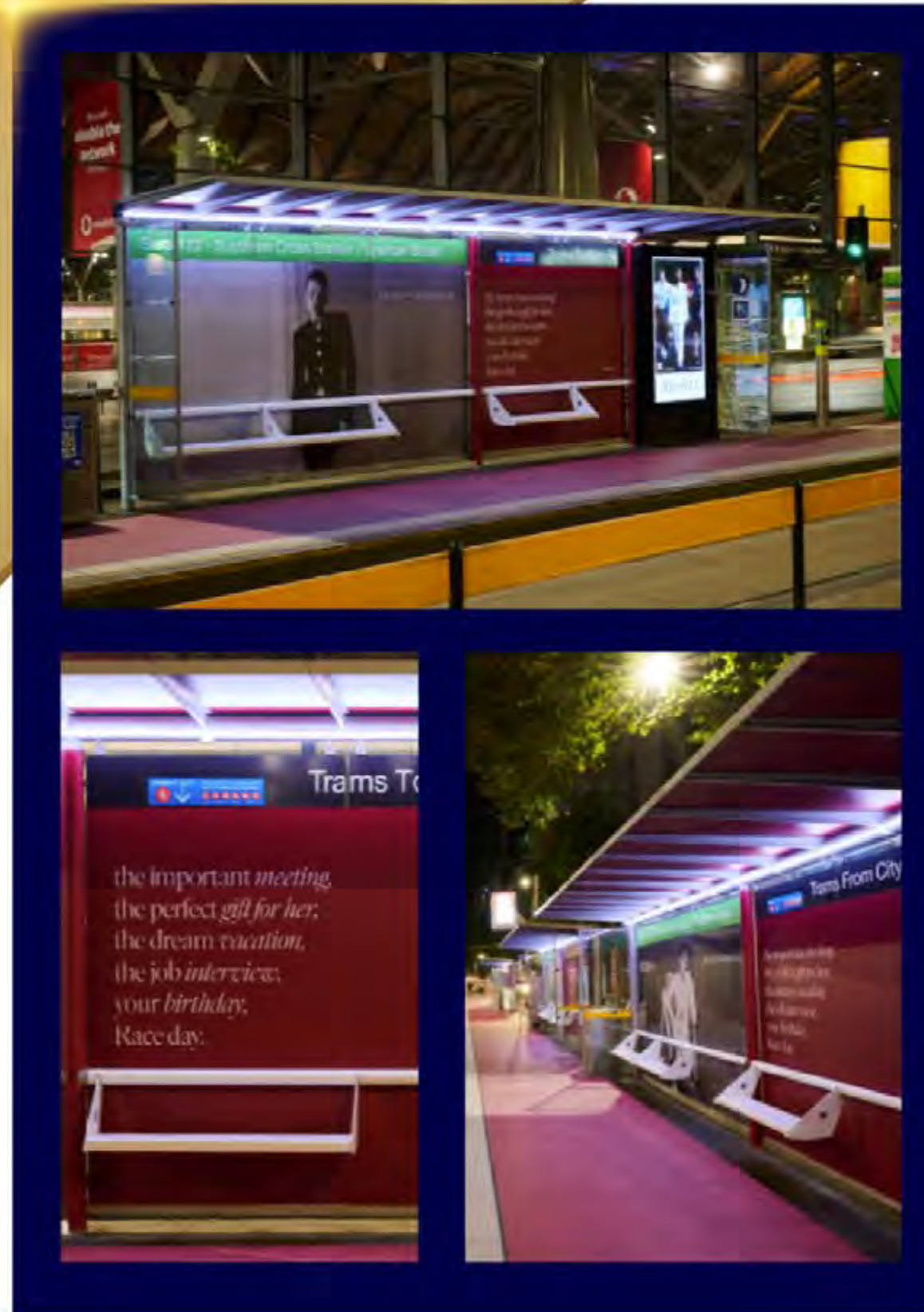
COLLABORATING PARTNERS
XO Media, MARKD Tattoos

For horror films, channel activation can be limited. Faced with content restrictions across many conventional formats for 'being too scary', we needed to find a way to connect with fans and drive excitement for Paramount Pictures' cinematic sequel, SMILE 2.

By creating our own permanent media channel in the form of tattoos, we circumvented traditional restrictions, avoided competition, and engaged our younger, ad-averse audience in a memorable and shareable way.

Typically, campaigns have a short lifespan, especially when it comes to cinematic titles. This campaign challenged the norm, and Paramount Pictures created a campaign that will last forever among fans.

EXECUTION **CONTENT AMPLIFICATION STRATEGY** WINNER



Real-Time Runway

AGENCY

This is Flow

CLIENT

MESHKI

COLLABORATING PARTNER

JCDecaux Australia

This campaign redefined the role of the media agency in content strategy.

This is Flow identified the cultural moment, defined the influencer led concept, secured an industry first JCDecaux partnership, and delivered a real time, cross channel rollout. While creators captured and shared content on the ground, it was the amplification strategy that transformed it into a shoppable brand experience.

What set this campaign apart was the speed, scale and consistency - same day content was live across digital screens by the time racegoers were heading home. It proved content can shape culture, create urgency and drive action.



EXECUTION

CONTENT AMPLIFICATION STRATEGY



Making sex therapy more than just a one night stand

AGENCY
Wavemaker

CLIENT
Audible

COLLABORATING PARTNERS
Emotive, Hello Social

Using media to encourage a journey of sexual self-discovery is no easy task. By taking over a culturally iconic media device that represents intimacy for women across Australia, Audible was able to nudge W18-44 to open the door to Sex Therapy S2 – an Audible Original series.

The content plan focused on a single title, replicating that behaviour across multiple paid touchpoints. Through an integrated content strategy which had a magazine partnership at the core, which was managed and ideated by Wavemaker, Audible was able to deliver little moments of intimacy to encourage women to embrace their Sex Therapy journey.



Serving bold flavour to a new generation

AGENCY
EssenceMediacom and Val Morgan Digital

CLIENT
MasterFoods

This case demonstrates how a content partnership redefined how a legacy brand connected with younger audiences. By teaming up with BuzzFeed Tasty, MasterFoods became the exclusive partner for the launch of their first-ever FAST channel, creating a 24/7 food destination that seamlessly blended entertainment with inspiration.

The media partnership delivered branded content tailored to under-40s, showcasing MasterFoods flavours in dishes that reflected their tastes and cooking behaviours. Through two series—I Draw, You Cook and Pantry Panic—MasterFoods heroed it's versatile product range. Amplified across multiple platforms, the campaign positioned MasterFoods as a bold, creative force in Australian kitchens.



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

AGENCY
OMD

CLIENT
McDonald's

COLLABORATING PARTNERS
Balboa Agency, Foxtel Media, Fox Sports

Nostalgia runs deep in cricket and as shown by legends Shane Warne and Adam Gilchrist, Macca's plays a pivotal role as the "unofficial feed" for cricket icons.

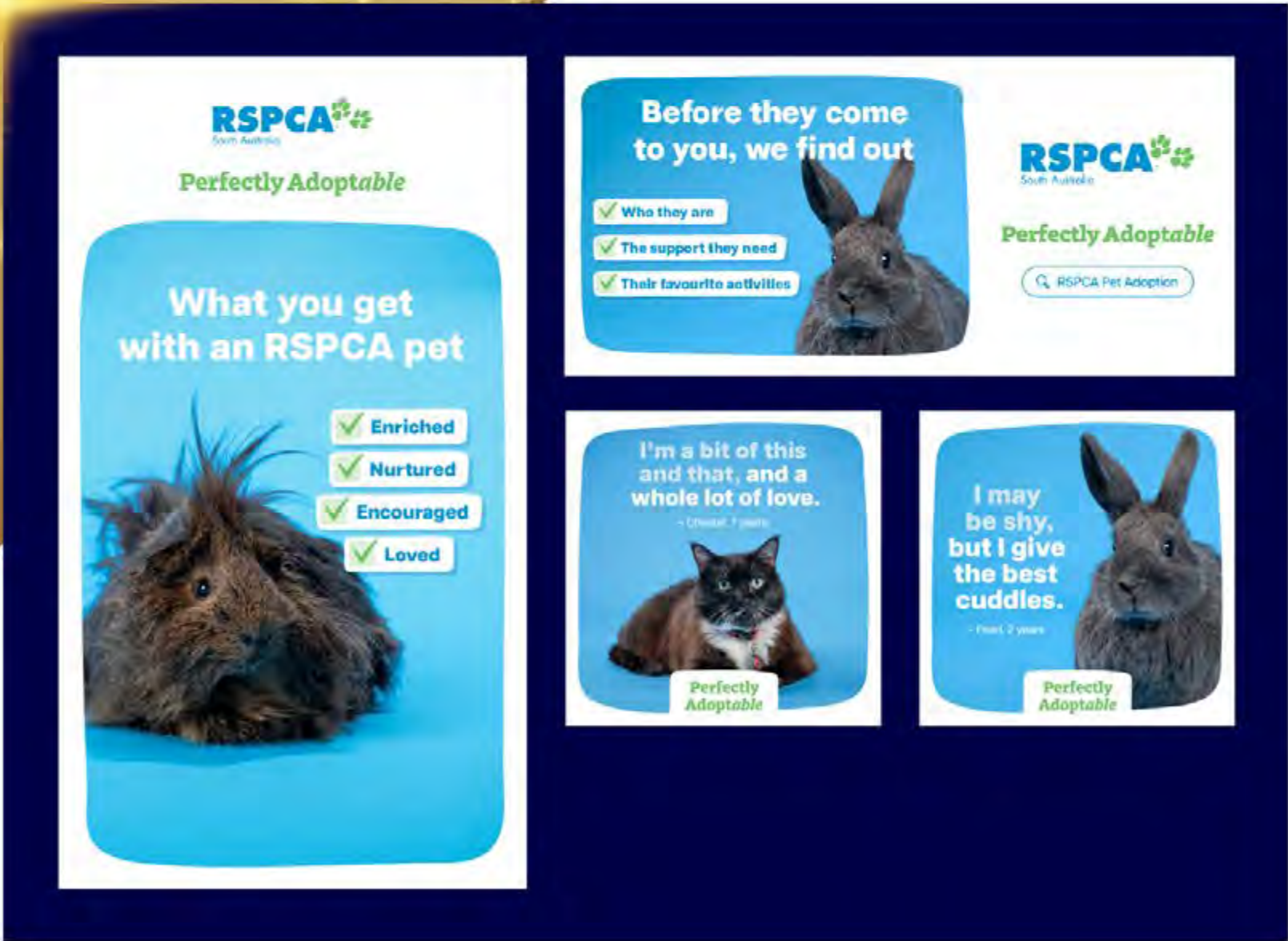
Blocked out of traditional cricket environments by our main competitor, we had to go above and beyond a regular campaign. So we took an unconventional approach, creating a new cricket experience for hungry fans – a national tour and Rockumentary with Brett Lee and his iconic band Six & Out. The campaign demonstrated the power of amplifying a campaign through new and traditional channels (streaming, social, live activation) to create a rich, engaging experience.

EXECUTION

ESG CAMPAIGN

WINNER

SPONSORED BY



Perfectly Adoptable Campaign

AGENCY

Them Advertising

CLIENT

RSPCA South Australia

The Perfectly Adoptable campaign used both digital and traditional media to tackle misconceptions about shelter pets and influence behaviours on a broader scale. Media played a pivotal role in reaching not only those actively seeking to adopt, but also those who may consider adoption in the future.

The campaign demonstrated how a media-led strategy can do more than just deliver impressions—it can change societal perceptions and behaviours on a meaningful, long-term scale. What elevated this work was its ability to engage diverse audiences through relevant, emotionally-driven messaging across multiple touchpoints, empowering people to rethink their attitudes toward shelter pets.



EXECUTION
ESG CAMPAIGN

SPONSORED BY



People’s Choice

AGENCY
WPP Media and
EssenceMediacom

CLIENT
People’s Choice

This campaign addresses a critical issue: the digital ecosystem accounts for 7% of global greenhouse gas emissions, projected to reach 13% by 2030 – nearly three times the aviation industry (2.5%) and there is an urgent need to reduce the carbon impact of digital ads (1). For People’s Choice, we orchestrated an environmentally conscious media framework, embedding emissions intelligence into real-time auctions demonstrating commercial success and environmental responsibility can coexist. Moving beyond carbon offsetting, it’s a data-driven approach to reducing emissions from digital ads. This empowers advertisers and offers a roadmap for a future where media is decarbonised.

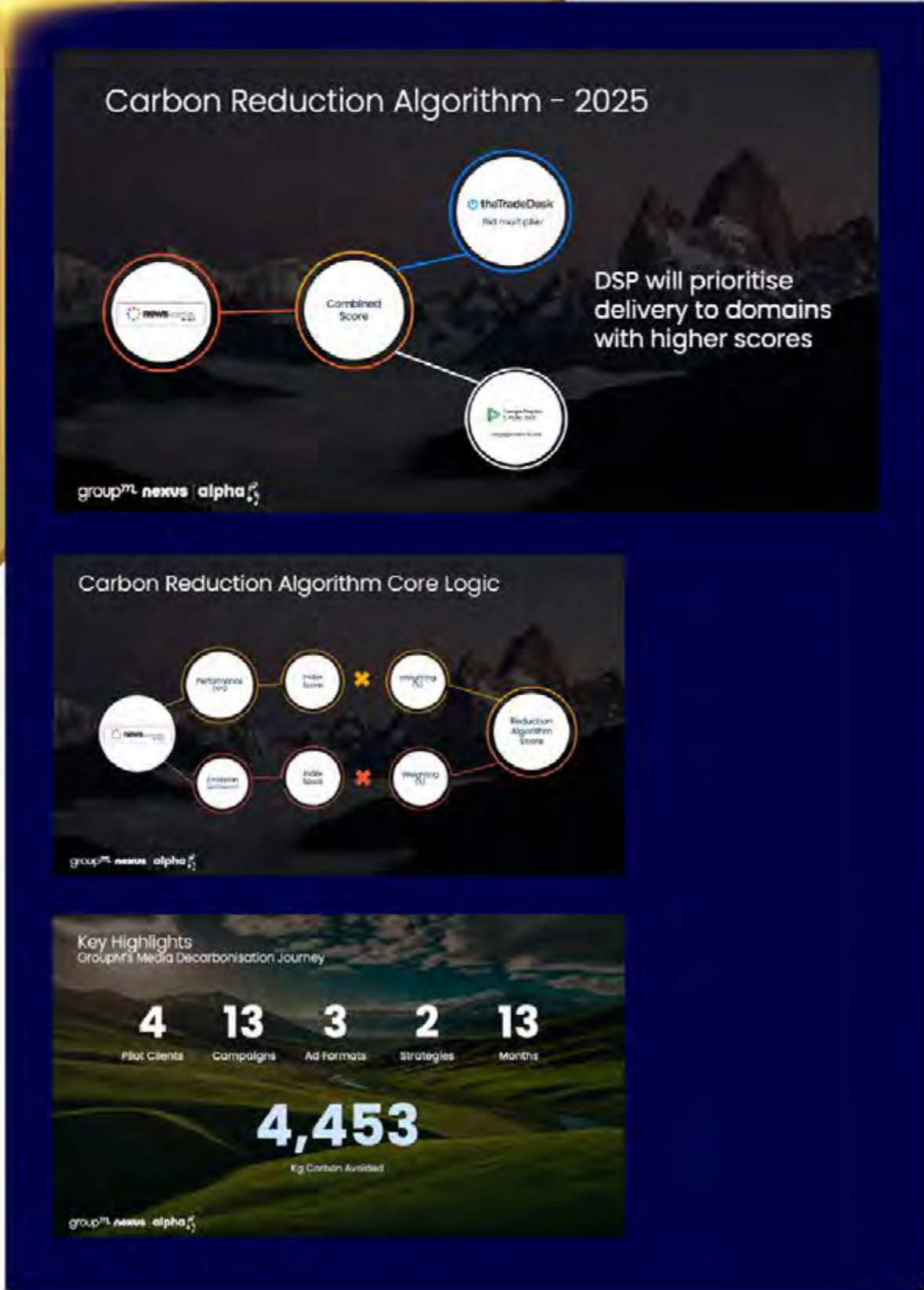
EXECUTION

INDUSTRY CHANGE PROGRAM WINNER

IN SUPPORT OF

AD NET ZERO

ALL FOR NONE



Digital Sustainability Initiative

AGENCY

WPP Media

COLLABORATING PARTNERS

Mindshare, EssenceMediacom, Wavemaker

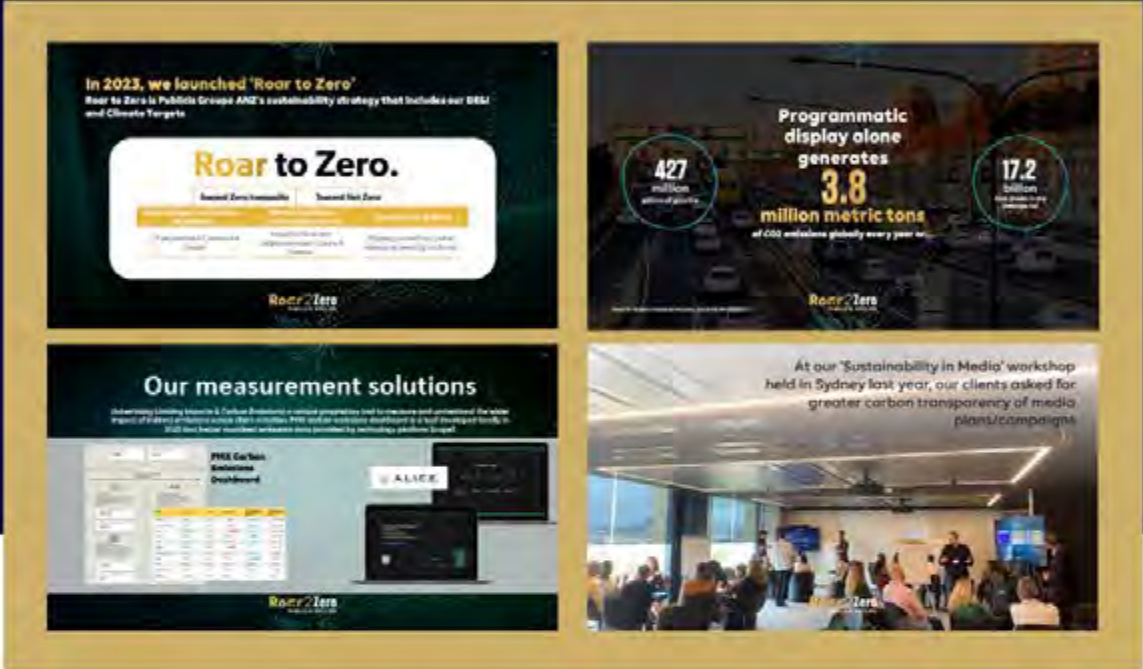
Recognising that digital ads contribute significantly to global emissions, we developed a data-driven approach to optimise media buying to reduce the carbon footprint of digital advertising while maintaining or improving campaign performance.

The solution evolved from manual blocklists to an Australian-first algorithm, which identifies and prioritises low-emission, high-performing inventory. This not only reduced CO2 emissions by 19% across 13 campaigns (exceeding the 10% target) but also maintained or improved client KPIs, demonstrating that sustainability and profitability are not mutually exclusive. The scalable model offers a roadmap for the industry to significantly reduce Scope 3 emissions and foster a more sustainable advertising ecosystem.



EXECUTION
INDUSTRY
CHANGE
PROGRAM

IN SUPPORT OF
AD NET ZERO
ALL FOR NONE



Roar to Zero

AGENCY
Publicis Groupe

Launched in 2023, Roar2Zero is Publicis Groupe ANZ's first market-specific sustainability strategy, focused on driving progress in both DEI and environmental sustainability.

A key pillar of the strategy is responsible media planning and buying, with a strong emphasis on improving transparency and measurement of Scope 3 media emissions. Through partnerships with Scope3 and Ad Net Zero, and by embedding carbon measurement into business-as-usual practices, we're helping clients understand and reduce their media impact. By educating our people and clients, and integrating sustainability into standard media plans, Roar2Zero aims to accelerate industry-wide transformation through collaboration and accountability.



CHANNEL EXCELLENCE

BEST USE OF SCREENS

WINNER

Lifeblood Blood Supply

AGENCY

Clemenger BBDO

CLIENT

Australian Red Cross Lifeblood

COLLABORATING PARTNER

Network 7

Every year there is much talk about how screens are losing their reach and effectiveness. This is a story about how using the authenticity, scale and power of a screen ecosystem not only changed behaviour but saved lives.

Key outtakes

1. Tentpole ideas activated across Total TV remain hugely effective in influencing and reaching audiences.
2. Don't underestimate the power of authentic and trusted voices, the impact per impression is just as important (if not more important) than the number of impressions.
3. When a publisher and brand's goal are aligned, you can create serious value.

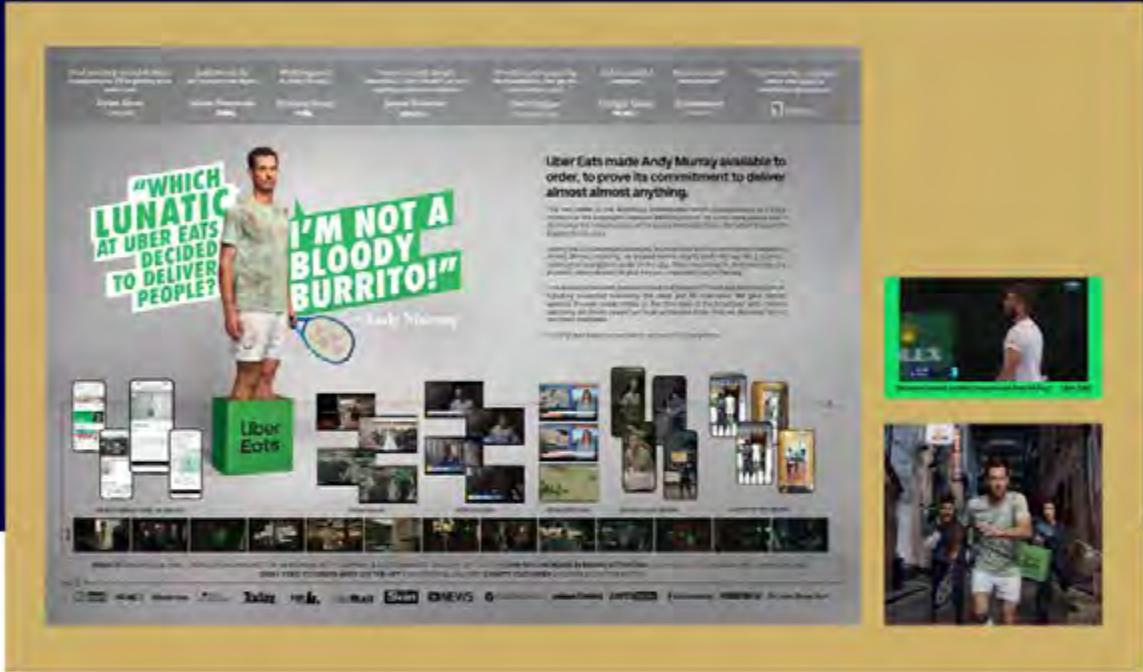


CHANNEL EXCELLENCE

BEST USE OF SCREENS

“Judging the MFA Awards is an exciting and inspiring experience. Every finalist has earned their place through bold thinking, strategic excellence, and measurable impact.”

DIANNE TAYLOR,
GENERAL MANAGER MARKETING AT PVH BRANDS
– CALVIN KLEIN & TOMMY HILFIGER



Get Almost, Almost Anything, Even Andy

AGENCY
**EssenceMediacom
and Special Group**

CLIENT
Uber Eats

This campaign exemplifies seamless collaboration between partners to craft an engaging, multi-screen narrative for Uber Eats during the broadcast of Australia's major tennis tournament on Nine. At its core was "the chase"—a two-week pursuit of Andy Murray that captivated audiences and blurred the lines between reality and advertising.

Episodic media touchpoints told the story, with daily updates across screens. Innovative hijacks, like Andy running through a wedding in a Married At First Sight promo, added authenticity and sparked conversation. PR and court side appearances extended the buzz. This media chase drove a 105%+ lift in Brand Attention.



CHANNEL EXCELLENCE

BEST USE OF SOCIAL WINNER



A Mountain of Movies

AGENCY

**Paramount ANZ
and Hello**

CLIENT

Paramount+

In the crowded streaming landscape where significant ATL investment is the predominant method for moving the needle on brand metrics, Paramount+ proved that social media can shift brand perception and drive consumer behaviour.

In this campaign social media wasn't merely a tactic used for content delivery and amplification, it was the entire play: serving as the catalyst, engine and amplifier. Leveraging social listening, Paramount+ ignited a community-led, multi-platform campaign entirely engineered through social media and influencer marketing. It demonstrates how utilising a social-first approach to brand problem solving can drive both brand reappraisal and product consumption.



CHANNEL EXCELLENCE

BEST USE OF SOCIAL



Mable - My Kind of Independence

AGENCY
EssenceMediacom and WPP Media

CLIENT
Attain Healthtec

This social media campaign for Mable was Australia's first-ever influencer program showcasing individuals with disabilities, designed to highlight the platform's unique value. Mable empowers people with disabilities to choose support workers tailored to their needs, fostering independence.

The campaign tapped into the insight that 90% of the audience follows influencers with similar disabilities, creating authentic content that resonated deeply. So we collaborated with high-profile influencers who shared personal stories of how Mable helped them achieve independence, amplifying the message across Instagram and TikTok. This innovative storytelling approach drove awareness, engagement, and sign-ups while celebrating empowerment.



Hydration Anthem

AGENCY
Publicis Groupe

CLIENT
Neutrogena

What does hydrated, glowing skin sound like? In 2024, Neutrogena found the answer, to roaring success, in not just media metrics, but boardroom-worthy, double digit business growth.

This work achieved several market and category firsts, leveraging not just traditional skinfluencers and lifestyle creators, but recording a crafted-for-social pop hit, from social audio research, to lyric writing, to record launch. By creating a multisensory media format that heroed original brand music, we catapulted a skincare Holy Grail whose shine had dulled, not just into bathroom cabinets, but into culture, to achieve direct sales and market share growth.

CHANNEL EXCELLENCE

BEST USE OF SEARCH WINNER

Messy Middle

AGENCY

Starcom

CLIENT

Air New Zealand

MESSY MIDDLE MEET AIR NEW ZEALAND

How psychology helped drive clicks in a crowded sky



PROBLEM & OBJECTIVE
Air New Zealand, a challenger in Australia, wanted to test if we could win "fickle loyalists" by reducing decision-making friction, driving a 5% increase in flight bookings "over the ditch" through strategic search optimisation.

INSIGHT & STRATEGY
Travellers must navigate the 'Messy Middle' flight comparison phase. To drive relevancy of Air New Zealand, we applied 6 Behavioural Science principles, rewrote ad copy, and dynamically served only the most persuasive messages.

IDEA & EXECUTION
We made Air New Zealand's search ads psychologically nudges, using AI-powered responsive ads to dynamically serve behavioural science-led messages, we reduced traveller anxieties, simplified choices, and optimised conversions.

IMPACT & EFFECTIVENESS
This psychology-based search strategy was so successful, it is being rolled out across other international markets.

+13% **+23%**
CTR Bookings

The airline market is hyper-competitive, and search plays a pivotal role in traveller decisions, but Air New Zealand's search strategy didn't just optimise the basics, it transformed the way travellers viewed the airline in the chaotic 'Messy Middle' travel planning and booking phase.

By using Google's AI-powered Responsive Search Ads (RSAs) and embedding six behavioural science (BSci) principles, this campaign went beyond standard search practice, by demonstrating how psychology and AI-powered tools can elevate performance. The result? A huge 23% boost in flight bookings, proving that even in a 'same-same' category, search can radically shift buying behaviour.



CHANNEL EXCELLENCE

BEST USE OF SEARCH



Overseas Visitor Health Cover

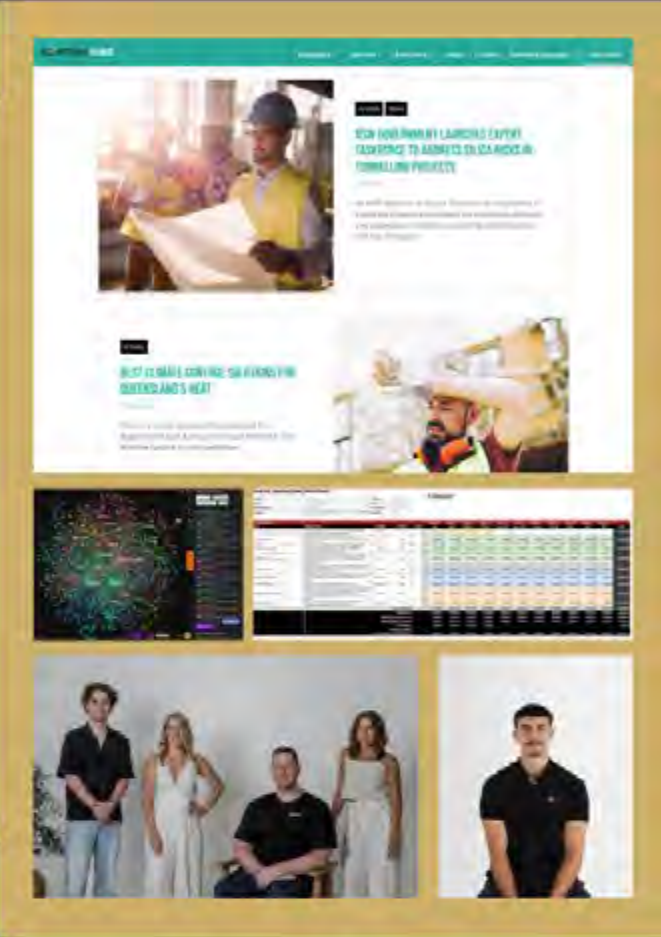
AGENCY
Wavemaker

CLIENT
Allianz Partners

COLLABORATING PARTNER
Adam Iacano

When 79% of your marketing budget flows through search, revolutionising that channel isn't just risky—it's betting the entire business. For Allianz Care, SEM is their commercial lifeline in a heavily regulated industry where one compliance error could trigger catastrophic penalties.

This campaign demonstrates how we transformed search by implementing human-guided AI guardrails: creating compliance-vetted Performance Max asset libraries, developing multi-language workflows that democratised access for non-English speakers, and deploying broad match with regulatory safeguards. We've pioneered a framework where AI amplifies both compliance and inclusion—the blueprint for regulated industries to embrace, not fear, the AI revolution.



Control + Alt + Lead: Doubling Leads with Symptoms-Marketing

AGENCY
Intender

CLIENT
Control Hire

We're sharing this approach with Media the industry, because we want to see more Media Plans with a "Symptoms > Solutions" approach being delivered across Google, YouTube, TikTok, Bunnings & Instagram search platforms. Search is about intent, and what you do with it.

This work demonstrates the power of user-intent, strategic multi-platform-SEO and Symptoms-lead marketing can drive significant business results. This campaign went beyond basic 'keyword stuffing', focusing on building topical authority and a seamless user journey across Google & YouTube. This approach elevated Control Hire's online presence, leading to a 200% increase in leads.



From Search to Study

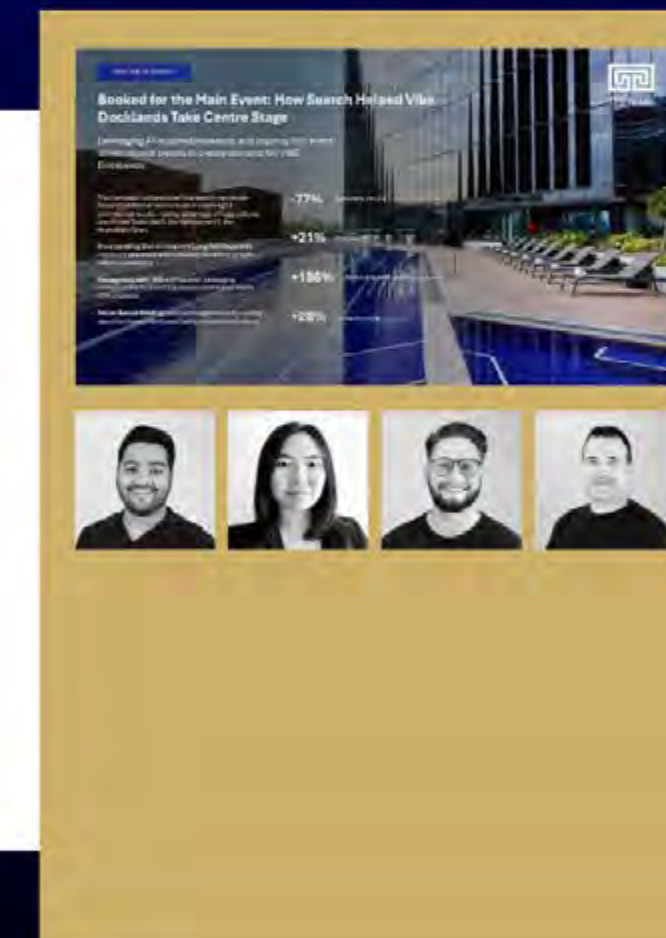
AGENCY
Match & Wood

CLIENT
Curtin University

Search is a cluttered battleground for universities. Historically campaigns were structured around individual courses and generic outcomes, resulting in internal competition and diluted performance. Student priorities were shifting as they reconsidered their university plans altogether, meaning old ways of promoting courses became less effective.

Our campaigns needed to evolve to reflect not just what students searched for, but how they searched. By introducing faculty-based targeting paired with smarter audience and conversion data segmentation, we aligned creative, structure, bidding and data signals to new user intent patterns, unlocking greater relevance, efficiency and impact in a crowded market.

START <PREV / NEXT> .



This approach demonstrates how search can be a proactive force in creating demand, rather than just capturing it.

CHANNEL EXCELLENCE

BEST USE OF AUDIO WINNER



One Talk at a Time

AGENCY
UM

CLIENT
**National Office for Child Safety, Attorney-General's
Department, Australian Government**

COLLABORATING PARTNERS
Southern Cross Austereo, Mamamia

Child sexual abuse is a complex and difficult topic that leaves people wondering what, if anything can be done to prevent it – so they turn away and stay silent. The campaign’s aim was to break the silence around child sexual abuse, by showing adults that prevention is possible and ALL adults have a role to play.

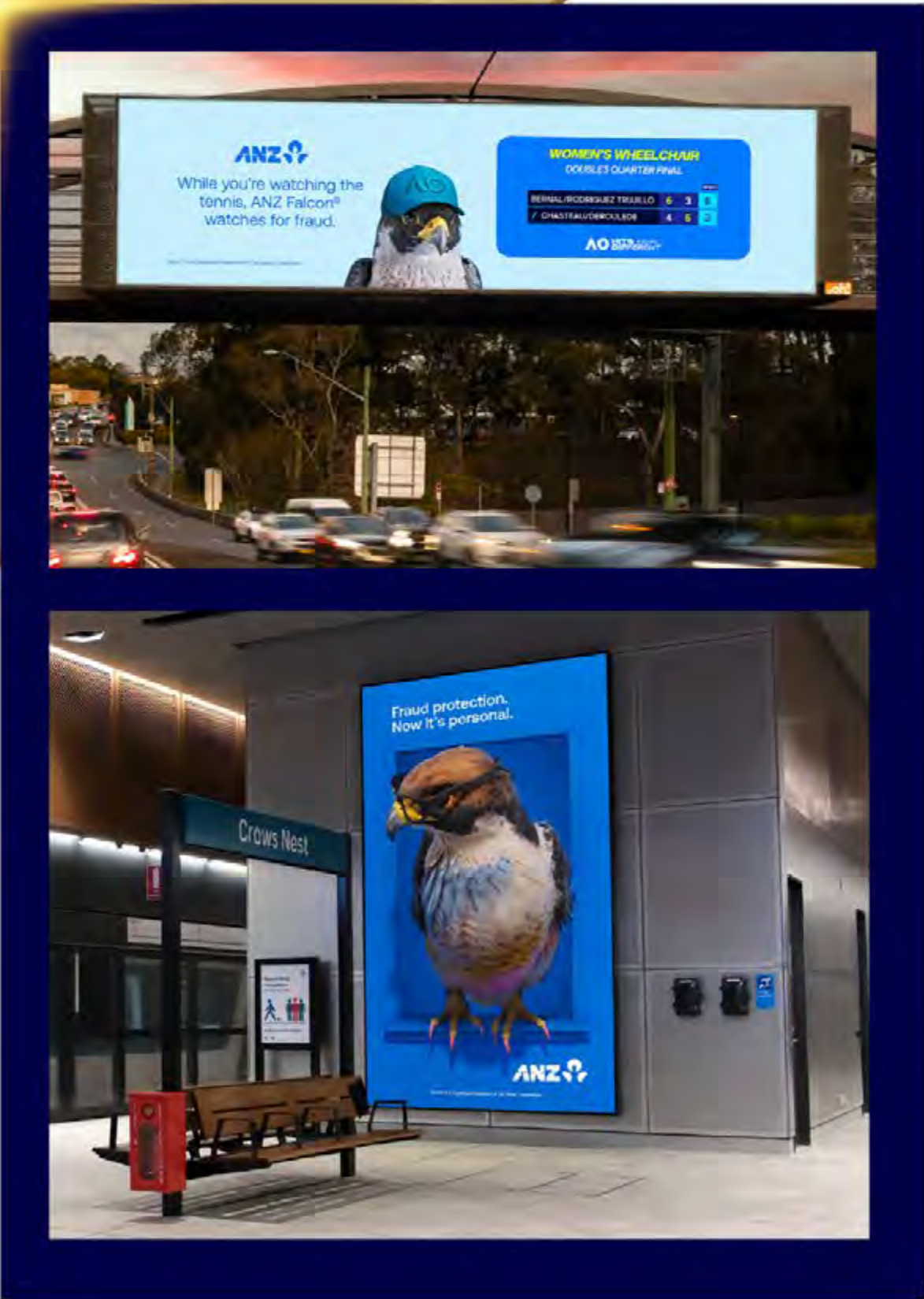
Paid media highlighted the power of ongoing, preventative conversations. We brought the country’s media voices together, uniting competitors for social good. Turning the biggest conversations across channels and networks into real and raw examples, we demonstrated how to navigate these difficult but important conversations.



CHANNEL EXCELLENCE

BEST USE OF OUTDOOR WINNER

SPONSORED BY



Falcon

AGENCY
oOh!media and PHD

CLIENT
ANZ

COLLABORATING PARTNERS
ANZ, Special/T&DA

Out-of-home was pivotal in building mass trust and personal engagement for ANZ's Falcon security message. We transformed static OOH into an immersive, interactive brand experience: from creating Australia's largest 3D falcon, to the first nationwide 3D creative deployment across five full-motion environments, to AI-driven DoppelFalcon user interactivity via QR codes.

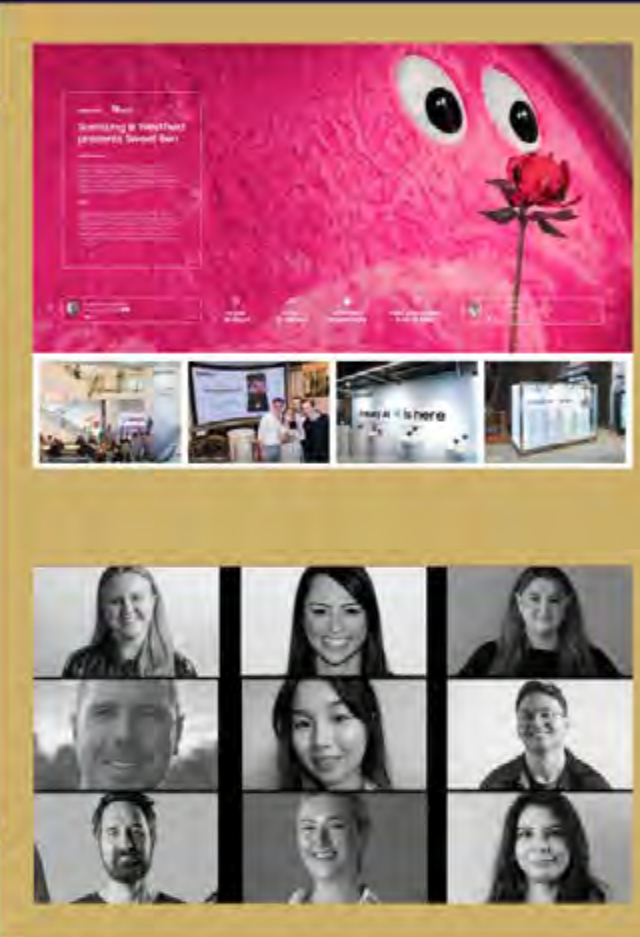
This work elevated OOH beyond brand awareness — forging personal connections, capturing attention, and driving tangible action. The campaign's success proves that when OOH is treated as a storytelling and participation platform, not just a placement, it can fundamentally shift brand perceptions and deliver business growth at scale.



CHANNEL EXCELLENCE

BEST USE OF OUTDOOR

SPONSORED BY



Samsung Presents Sweet Ben

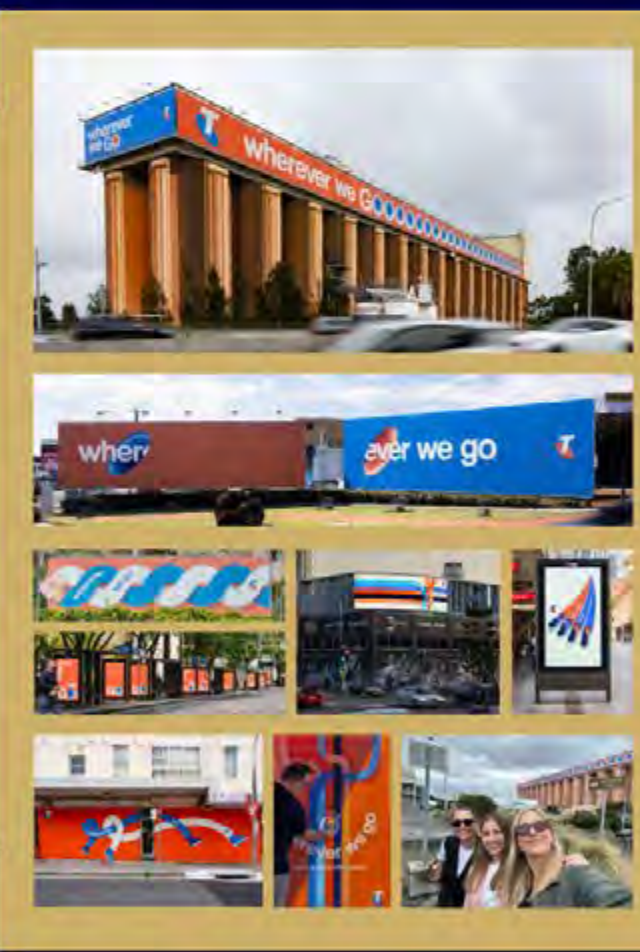
AGENCY
Clemenger BBDO

CLIENT
Samsung

COLLABORATING PARTNERS
Westfield, Scoundrel, James Dive

When 66% of Australians think AI is “useless”, and 61% are not willing to trust it – how do you prove to them that Samsung’s latest Z Series, powered by Galaxy AI, is the right phone for them? By using OOH in a way to build trust and attention like it never has before.

Partnering with Westfield, we used exposure therapy to help Australians overcome the fear of the AI Boogiemani – and in the process, drive the most pre-orders in the first 24 hours for Samsung Z Series 6 in the whole of APAC.



Australia’s most ambitious outdoor campaign!

AGENCY
OMD

CLIENT
Telstra

COLLABORATING PARTNERS
Bear Meets Eagle on Fire, +61

In the face of a significant brand challenge characterized by distrust, Telstra aimed to revitalize its reputation and bring its new positioning to life ‘Wherever We Go’. This would re-position Telstra as an imaginative brand with possibility at the heart.

We needed a media vehicle to embody this. The solution? To embark on the most ambitious outdoor campaign ever launched in Australia. Featuring 200+ unique hand-crafted illustrations across 3,000+ sites, we transformed the streets into works of art. This initiative redefined the creative possibilities of outdoor and reshaped Australians’ views of Telstra into a brand that inspires imagination and wonder.

CHANNEL EXCELLENCE

BEST USE OF RETAILER OWNED MEDIA WINNER

Unlocking Amazon to reward that thing you did

AGENCY
EssenceMediacom and Amazon

CLIENT
Mars

In a world-first media partnership with Amazon, Mars Bar revolutionised brand engagement by bringing its creative idea, “For You Who Did That Thing You Did,” to life. Using real-time behavioural signals, Mars Bar celebrated people’s everyday achievements, from recycling Amazon packaging to reading reviews before buying, with 162 bespoke reward messages addressably targeted to specific audience behaviours.

This campaign marked the first time Amazon collaborated with a brand to achieve addressability at such scale - and redefined how brands can use retail media to drive meaningful ‘upper funnel’ brand engagement, setting a new industry benchmark.



CHANNEL EXCELLENCE

BEST USE OF RETAILER OWNED MEDIA



Storytime

AGENCY
Publicis Groupe

CLIENT
Zyrtec

Retail media wasn't a tactic but the centre of our strategy. In collaboration with influencer Phoebe Burgess, we co-authored Zach & Zoe's Hide and Sneeze, a storybook distributed in 8+ banner pharmacy brands as a gift-with-purchase. This blended education & entertainment to raise awareness of allergic rhinitis, turning a bedtime ritual into an opportunity for parents to recognise signs and symptoms of the condition in their children.

By reimagining retail as a distribution engine & how we engage customers in-store, we created trust, earned reach, and drove double-digit sales growth. Zyrtec proved retail media can deliver not only brand impact, but commercial results.



CHANNEL EXCELLENCE

BEST USE OF EVENTS OR EXPERIENTIAL WINNER

Clash of Commuters

AGENCY
Clemenger BBDO

CLIENT
Samsung

COLLABORATING PARTNERS
Livewire, Gamefam, Moisty Media, Revolver, Glue Society, JCDecaux, Torch, Rev360, Ooh!, Spotify, TikTok, JustEggs, Meta, YouTube, Twitch, Google, Reddit, Nexxen.

You can't just be around the game, you need to be in it. When Samsung launched the S24 Ultra, a phone built for gamers, we created a brand new Fortnite gaming experience that gave back to gamers – and elevated our point of difference.

But flexing our gaming credentials online wasn't enough. To really increase market share, we had to get gamers to really experience the gaming power of the S24 Ultra by putting the device in their hands. Through experiential, we ensured we didn't just get Australia's attention – we stole market share.



CHANNEL EXCELLENCE

BEST USE OF EVENTS OR EXPERIENTIAL



Bref - City2Surf Poodium

AGENCY
Wavemaker

CLIENT
Henkel

COLLABORATING PARTNERS
**Maverick, Broadsheet, Luke & Sassy
Scott, Molly Lee Clancy**

Everyone hates public bathrooms, a media no-go zone...right? Wrong. Bref dared to find relevance in the unlikely place. Forget pristine white toilets – Bref transformed City2Surf's most dreaded necessity into a moment of unexpected delight. But Bref didn't just sponsor; they owned the experience.

This is media innovation: embracing the unconventional, making the mundane unforgettable. It's about transforming a functional need into an emotional connection, proving that even the most unglamorous touchpoints can become powerful brand moments. This campaign redefined media placement, daring to make the mundane...unforgettable.



Born With It

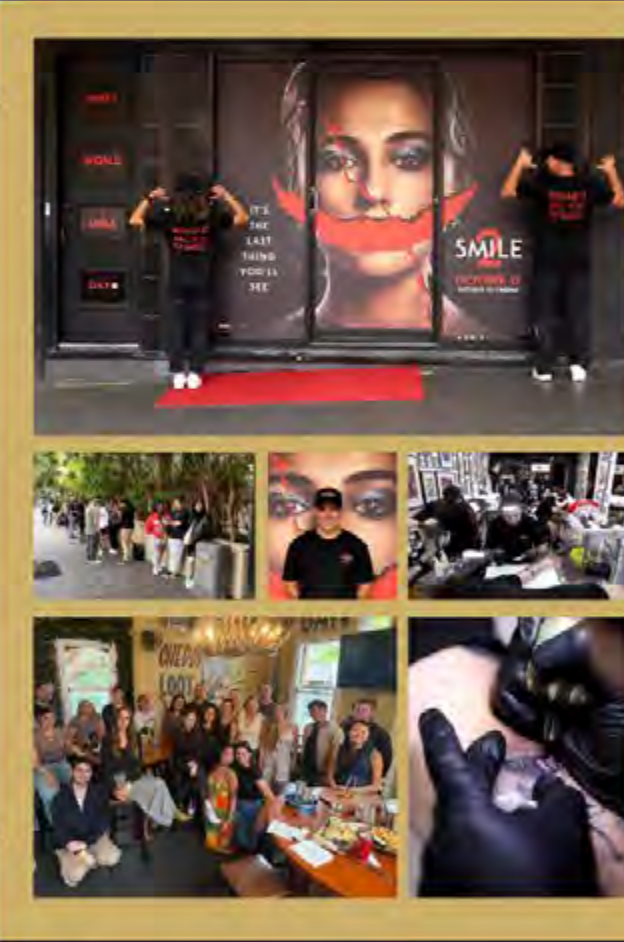
AGENCY
Wavemaker

CLIENT
L'Oreal

COLLABORATING PARTNERS
**Google, Odd Assembly, Spotify,
Made in Katana, Event Room,
Rock Posters**

Born With It demonstrated the power of strategic media partnerships in experiential marketing. In a global-first, Maybelline New York teamed up with Spotify and Google to spotlight emerging female music artists from Australia and New Zealand.

The campaign culminated in Born With It Live—Maybelline's first consumer music event—where each artist embodied a Superstay Vinyl Ink lipstick shade. By blending live music with digital platforms, Maybelline authentically connected with Gen Z. This purpose-driven campaign showed how bold, culturally relevant experiences not only support local talent but also deliver real business impact.



Ink Your Grin

AGENCY
Wavemaker

CLIENT
Paramount

COLLABORATING PARTNERS
XO Media, MARKD Tattoos

For horror films, channel activation can be limited. Faced with content restrictions across many conventional formats for 'being too scary', we needed to find a way to connect with fans and drive excitement for Paramount Pictures' cinematic sequel, SMILE 2.

By creating our own permanent media channel in the form of tattoos, we circumvented traditional restrictions, avoided competition, and engaged our younger, ad-averse audience in a memorable and shareable way. Key takeaways include identifying culturally relevant touchpoints, crafting exclusive experiences that foster community, and leveraging strategic partners to amplify impact.

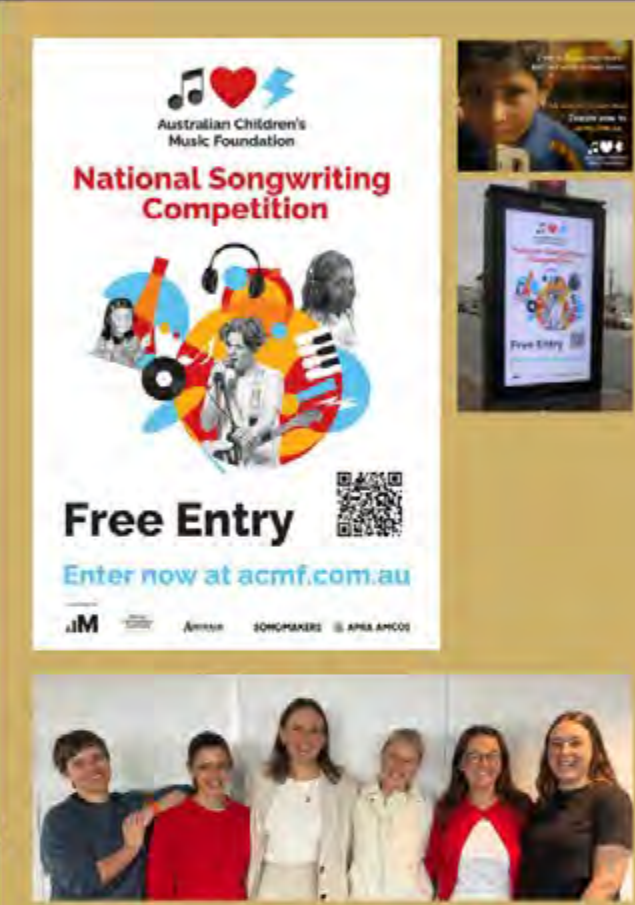


START <PREV / NEXT> .

PEOPLE AND CULTURE

PRO BONO/ CAUSE MARKETING INCENTIVE

IN RECOGNITION OF PAM LANE



Turning Up the Volume

AGENCY
This Is Flow

CLIENT
Australian Children's Music Fund (ACMF)

COLLABORATING PARTNERS
UnLtd, ACMF

At Flow, pro bono is not a side project, it's a shared mission. In 2024, we formed a long-term partnership with the Australian Children's Music Foundation, aligning with our team's passion for youth and music. From strategic audience insights to national campaigns and fundraising, we treated ACMF like any other key client.

In just 12 months, we've doubled media value, driven new donor reach, and boosted engagement in their songwriting competition. This isn't one-off charity work. It's whole-of-agency impact, powered by purpose and proving how media, when fuelled by passion, can create meaningful, measurable change.



Broadcasting Joy

AGENCY
Match & Wood

CLIENT
Radio Lollipop

At Match & Wood, pro-bono work is a core part of how we show up both for our industry and community. Through our long-term partnership with children's hospital charity Radio Lollipop, we've combined professional expertise with personal commitment and delivered over \$2M in donated media and +\$18K in strategic & execution support during 2024/2025 alone.

From national recruitment campaigns to hospital visits and toy drives, this partnership has mobilised our entire agency and delivered measurable impact by boosting donations, tripling volunteer sign-ups, and bringing joy to thousands of children. This work speaks to our hearts as much as our craft.

PEOPLE AND CULTURE

AGENCY TALENT & CULTURE

(LESS THAN 100)

WINNER



Where Experience Takes You

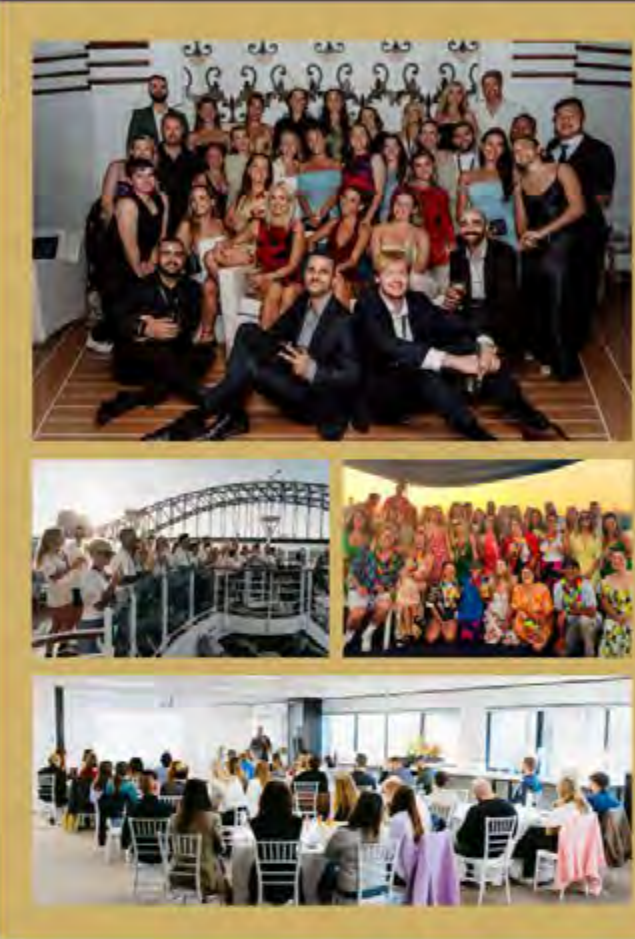
AGENCY

Avenue C

At Avenue C, we believe in the power of expertise—not only in leadership but embedded across every part of a client's journey. Every Avenue C employee has at least 10 years' experience and is actively involved from brief to strategy, planning, execution and reporting.

The challenge? Attracting senior talent and building a culture where they could thrive—where media professionals could fall back in love with their craft and live full, balanced lives.

PEOPLE AND CULTURE
**AGENCY TALENT
& CULTURE**
(LESS THAN 100)



Culture Redefined

AGENCY
This Is Flow

Flow people - the real-life heartbeat of the agency delivering passion, experience and personality. They're our most important asset. But also now, our biggest challenge.

As creating culture when you're small is easy. But holding onto culture as you grow in staff, clients and complexity... is considered impossible.

So how do we continue to grow, without losing our culture (or our talent)?

We quickly learned... what people 'wanted' as a team of 10, was much different to what people 'needed' as a team of 50. And with such diverse talent and passion for connection, Flow shifted its behaviour, and built a culture matrix of initiatives and opportunity beyond drinking, that touches every aspect of our business -redefining what culture means to Flow.

This shift in culture approach exceeded expectations in nearly every corner of the agency, while simultaneously answered our core challenge to solve the 'impossible' industry churn rate of 25% - by delivering an industry leading churn rate of LESS THAN 2%!!



Removing The Culture of
'Busyness' for Better Impact

AGENCY
Intender

We've redefined agency culture, proving that true value lies not in 'busyness' but in strategic impact, innovation, and cultivating an environment where teams thrive and deliver exceptional results for clients and live their best lives at the same time.

PEOPLE AND CULTURE
**AGENCY TALENT
& CULTURE**
(MORE THAN 100)
WINNER



Salary Transparency

AGENCY

WPP Media

Salary Transparency – or the lack of it – is a global issue across industries.

It's a taboo subject, but more seriously, can perpetuate bias, pay gaps and mistrust and dissatisfaction among employees.

Only 49% of media professionals feel adequately remunerated for their roles [1], and it's been going backwards over the last few surveys.

Efforts had been made by the MFA People Committee to address the issue at an industry level, but collective agreement on how to tackle it stalled. Solutions are seen as unnecessary, too hard and too risky, but we believe the benefit outweighs the risk for individuals and for organisations.

We committed to pioneering a bold salary transparency initiative on our own, to build trust, empower employees, and shape future transparency.

PEOPLE AND CULTURE
**AGENCY TALENT
& CULTURE**
(MORE THAN 100)



The Ultimate Agency U-Turn

AGENCY
Havas Media

After a major client loss, Havas Media was rattled. Morale was low. Momentum stalled. But instead of coasting on survival mode, we hit the ignition and made The Ultimate Agency U-Turn.

We rebuilt from the inside out, starting with our Leadership Council - a grassroots force with a mandate to fix what mattered. Through 18 targeted initiatives led not from the top, but from the floor, we reignited belief and reconnected our people to purpose.

We launched How to Rizz Clients, a three-day training extravaganza to rebuild confidence in client relationships. We celebrated impact through Team of the Year and Values Awards, written by the team, for the team. And we reignited joy with events like Plate Exchange and Wear Your Nation's Colours to celebrate and bring our people together.

Then, we reset our positioning to Dare to be Different, embracing what makes our village model powerful. The result? A sharper, more confident agency, firing on all cylinders.



WINNER

IN SUPPORT OF



sharethedignity



Ashley Hill

The Period Pact

AGENCY

Match & Wood



NGen
AWARD
FINALISTS

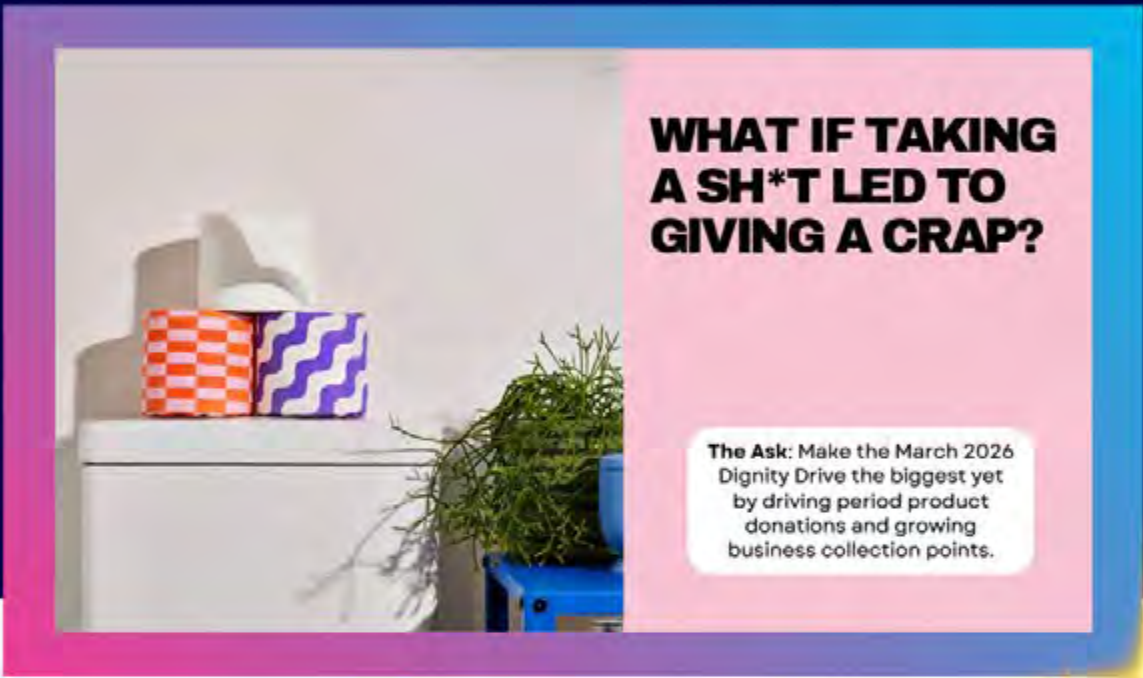


The Bloody Oath



Tania Teurquetil

AGENCY
Havas Media



Who Gives a Cramp



Joe Douglas

AGENCY
Initiative



Ashutosh Matai



Taste what giving feels like: How Chocolate can ignite change for Period Poverty



Jesse Urquhart

AGENCY
iProspect



George Hulley

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