



PRESS RELEASE

MFA AWARDS FINALISTS REVEALED AS MEDIA'S BEST THINKERS BATTLE FOR TOP HONOURS

18 June 2026: Innovative campaigns for BMW, Diageo, Medibank, L'Oréal, McDonald's, Unilever and state government are among the standout contenders named as finalists for the 2026 MFA Awards, with the winners set to be revealed at the industry's biggest night on 24 September.

Selected from a highly competitive field, this year's finalists represent the very best in media effectiveness, strategic innovation and business impact.

The 2026 judging panel comprised 120 media and marketing leaders, including an industry-leading 50% client-side CMOs, bringing a strong advertiser lens to the process. Collectively, judges brought 1,692 years of industry experience to the task of assessing Australia's best media thinking.

In line with media agencies' industry purpose of We Are The Changers, judges looked for campaigns that delivered effectiveness and long-term growth and also demonstrated media agencies' ability to drive meaningful change for businesses, brands and communities. They unanimously agreed that the return to in-person judging elevated the quality of debate and strengthened the overall process.

This is Flow Chief Strategic Officer and MFA Awards Co-Chair, Catherine Rushton, said: "Bringing judges together in person lifted the energy, debate and rigour of judging. The list of finalists reflects both the growing sophistication of media and its critical role in driving business outcomes. With such an experienced cohort of judges and a strong focus on effectiveness, every finalist has earned their place by meeting an exceptionally high standard."

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

The finalist list spans independent agencies and global networks alike, highlighting the breadth of talent across the industry and the increasing power of collaboration between agencies, clients and partners.

Signature Judge Naysla Edwards, VP, Customer Marketing & Member Experience, American Express ANZ, said: "Judging the MFA Awards is always a rewarding and inspiring experience, seeing firsthand the exceptional media thinking, collaboration and innovation that exists across our industry.

Remarkably, the standard continues to rise year after year, and this year was no exception. Returning to in-person judging was a particular highlight, enabling deeper discussion, greater scrutiny and



robust debate among the judges. The result is a finalist field that truly represents the very best in bold thinking, strategic excellence and measurable impact. Congratulations to all those who have earned their place among this year's finalists."

MFA CEO Sophie Madden added: "The work recognised this year demonstrates exactly why Australia's media industry is regarded as world class. These finalists have combined creativity, strategy, data and partnership to deliver outstanding results for their clients while pushing the craft of media forward. Congratulations to every finalist, and thank you to our judges for the expertise, passion and commitment they brought to the process."

In addition to the category winners, the MFA Awards gala dinner will also reveal the prestigious MFA Awards Grand Prix (presented by Seven), along with this year's Hall of Fame inductee, Industry Contributor and NGEN Award winners.

The 2026 MFA Awards will be held at Randwick Racecourse in Sydney on Thursday 24 September, following the MFA EX conference. MFA EX will also take place in Melbourne on 9 September 2026.

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

The 2026 MFA Awards finalists are:

OUTCOMES

Behaviour Change – Sponsored by Reddit

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood dentsu, Medibank's Family Roast, Medibank
EssenceMediacom, Bincoin, Containers for Change
Uber Advertising & Atomic 212, Test Rides, BMW Group Australia

Brand Impact

dentsu, Medibank's Family Roast, Medibank
EssenceMediacom and Seven Network, Google AI Finds its Voice, Google

Business Impact

EssenceMediacom, Tooheys Muster, Lion
Mindshare & Motion Entertainment by WPP, Rexona RIVALS: The New Playbook for Branded Entertainment, Unilever
OMD, McCafé and Little Treats: A Matcha Made in Heaven, McDonald's
Performics, Bank of Queenslanders, Bank of Queensland
Wavemaker, La Roche-Posay Anthelios: Owning Summer by Owning Trust, L'Oréal



Data-Led Activation

Hearts & Science, Data That Decides, Diageo
Spark Foundry, Winning When There's Less to Sell, Royal Caribbean

EXECUTION

Best Content Amplification Strategy

dentsu WA & Southern Cross Austereo (SCA), Cop Week: Behind the Badge, Western Australia Police Force

Best Integrated Campaign

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood
Mindshare & Motion Entertainment by WPP, Rexona RIVALS: The New Playbook for Branded Entertainment, Unilever
OM United, Nissan Patrol: It's Out There. Quite Literally, Nissan
UM, STIs: Make STI Testing Your Beforeplay, Australian Government – Department of Health, Disability and Ageing

Best Use of Small Budget <500K

EssenceMediacom, Tooheys Muster, Lion
Hearts & Science, Data That Decides, Diageo
OMD, The Mystery of the Missing Golden Slipper, Australian Turf Club
UM, RSV Maternal Vaccination, Australian Government – Department of Health, Disability and Ageing

ESG Campaign – Sponsored by SBS

dentsu, Medibank's Family Roast, Medibank
Spark Foundry, Iconic Lipstick. Real Impact, Revlon

Partnership Award

dentsu, Medibank's Family Roast, Medibank
Mindshare & Motion Entertainment by WPP, Rexona RIVALS: The New Playbook for Branded Entertainment, Unilever
OMD, Macca's AFL Happy Meal – Play on!, McDonald's Australia
PHD Media & OM Content, AFLW wX, AFL

CHANNEL EXCELLENCE

Best Use of Audio

UM, The Sound of Solidarity: Canteen's Bandanna Day Reignited on its 40th Year, Canteen
Wavemaker, YSL Beauty Loveshine: Love Game, L'Oréal
Wavemaker, Seat Belts: Remixing Road Safety, Allianz



Best Use of Creators / Influencers – Sponsored by Meta

EssenceMediacom, Badge vs Buttons, Queensland Police Services – Recruitment

Best Use of Events and Experiential

dentsu, eBay Australia at the Cutting Edge of the Circular Economy, eBay Australia
Uber Advertising & Atomic 212, Test Rides, BMW Group Australia
Wavemaker, The Audible Express, Audible

Best Use of Outdoor – Sponsored by OMA Move

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood
Mindshare, Bowled Out! How IKEA Won Australia's Summer of Cricket, IKEA
Mindshare, Hero the Bits Beyond the Pits, Unilever

Best Use of Retailer Owned Media

EssenceMediacom, Dine Cat Decoder, Mars
Uber Advertising, Grab & Go, BWS

Best Use of Screens

EssenceMediacom, Livewire & Special, Backseat Arcade, Uber
Mindshare, Surviving Bad Sleep, IKEA
Mindshare & Motion Entertainment by WPP, Rexona RIVALS: The New Playbook for Branded
Entertainment, Unilever

Best Use of Search

Avenue C, When Infrastructure Meets Intelligence, Kitchen Aid
dentsu X, The Hardest Search Problem is a Human One, Charles Sturt University
dentsu, Filling up University Lectures with Value-Based Search, University of New England
Meaningful Agency, Better Results, Better Futures, Matrix Education

Best Use of Social

EssenceMediacom, Democracy Sauce, Mars
OMD, Reaction Time: Turning Social Media into a Road Safety Tool, NSW Government

PEOPLE, PLANET & CULTURE

Agency Talent & Culture (<100)

Avenue C
Match & Wood
PMG
This Is Flow



Agency Talent & Culture (>100)

Sparro x BrainLabs

WPP Media

Zenith Media

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

Avenue C, Show We Care, MND Australia

dentsu, A Better 10th Birthday, Raise the Age NSW

The 2026 MFA Awards sponsors are:

Grand Prix: Seven

Platinum: Meta, Reddit, SBS

Gold: Ad Standards, Google, News Australia, Nine, OMA, OzTAM, Pinterest, Uber Advertising

Silver: Cairns Crocodiles, CRA, 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.