



PRESS RELEASE

27th MFA AWARDS CELEBRATE THE POWER OF MEDIA & INNOVATION

24 September 2026: A campaign for Australian Red Cross Lifeblood that turned an invisible issue into a powerful, timely prompt won the prestigious Grand Prix at the 27th MFA Awards, with Allianz, Diageo, Lion, Mars, Medibank, IKEA and more among the night's winners.

The glittering black-tie gala in Sydney brought together the best and brightest from across Australia's media industry to celebrate the most effective media campaigns of the year. The night also drew a roll call of industry heavyweights, including MFA Hall of Fame alumni Greg 'Sparrow' Graham, Barry O'Brien, Anthony Fitzgerald and John Sintras, alongside leaders including Kurt Burnett, Leigh Terry and Jenny Dill.

As the pinnacle of media effectiveness in Australia, the MFA Awards celebrate work that delivers real business impact and demonstrates the industry's purpose: We Are The Changers.

This year's winning work showcased the power of collaboration, with agencies, media owners, clients and technology partners joining forces to solve complex challenges, create new opportunities and deliver results.

The judging was once again rigorous and highly competitive, with 120 media and marketing leaders bringing 1,692 years of collective industry experience to the task. Half the judging panel were client-side CMOs, adding a strong advertiser perspective to the process and reflecting the critical role media plays in driving business growth.

MFA CEO Sophie Madden said: "The work recognised this year demonstrates the strength and sophistication of Australia's media industry. The finalists and winners brought together strategy, creativity, technology and partnership to solve complex business challenges, deliver outstanding results and push the craft of media forward.

"What stands out is the ambition behind the work – teams challenging conventions, finding new ways to connect with audiences and using media to create impact. This is exactly what it means to be The Changers. Congratulations to every winner and finalist for continuing to raise the bar for what great media can achieve."

MFA Awards Co-Chairs Catherine Rushton and Chris Colter said this year's work showed an industry changing how it thinks, builds and collaborates: "The strongest entries didn't simply respond to



change, they rewired it. They challenged assumptions about where and how media can create value, combined creativity and data in more useful ways, and brought together new people and capabilities to create new-world distinctive media devices. Congratulations to every finalist and winner helping rewire our industry for what comes next.”

The night also celebrated individual leaders:

Peter Horgan was inducted into the MFA Hall of Fame, recognising his exceptional contribution to the industry and his enduring belief that the industry is stronger when agencies, clients and media partners work together to tackle the big challenges facing both the industry and society.

Lauren Thornborough and Louise Wilson were awarded the MFA Industry Contribution Award for co-founding The Village, a first-of-its-kind association dedicated to elevating, supporting and advocating for parents and parents-to-be in the Australian media industry.

The 2026 MFA Awards winners are:

Grand Prix – Sponsored by Seven

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Innovation Award

Ooh!media, Special Group & Initiative, First Ball, Cricket Australia

OUTCOMES

Behaviour Change – Sponsored by Reddit

EssenceMediacom, Bincoin, Containers for Change

Brand Impact

EssenceMediacom and Seven Network, Google AI Finds its Voice, Google

Business Impact

EssenceMediacom, Tooheys Muster, Lion

Data-Led Activation

Hearts United, Data That Decides, Diageo

EXECUTION

Best Content Amplification Strategy

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



Best Integrated Campaign

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Best Use of Small Budget <500K

Hearts United, Data That Decides, Diageo

ESG Campaign – Sponsored by SBS

dentsu, Medibank's Family Roast, Medibank

Partnership Award

dentsu, Medibank's Family Roast, Medibank

CHANNEL EXCELLENCE

Best Use of Audio

Wavemaker, Seat Belters: Remixing Road Safety, Allianz

Best Use of Creators / Influencers – Sponsored by Meta

EssenceMediacom, Badge vs Buttons, Queensland Police Services – Recruitment

Best Use of Events or Experiential

Wavemaker, The Audible Express, Audible

Best Use of Outdoor

Clemenger BBDO, Lifeblood Blood Supply, Australian Red Cross Lifeblood

Best Use of Retailer Owned Media

EssenceMediacom, Dine Cat Decoder, Mars

Best Use of Screens

Mindshare, Surviving Bad Sleep, IKEA

Best Use of Search

Meaningful Agency, Better Results, Better Futures, Matrix Education

Best Use of Social

OMD, Reaction Time: Turning Social Media into a Road Safety Tool, NSW Government



PEOPLE, PLANET & CULTURE

Agency Talent & Culture (<100)

Avenue C

Agency Talent & Culture (>100)

Sparro x BrainLabs

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

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

Hall of Fame

Peter Horgan

Industry Contribution

The Village's Lauren Thornborough and Louise Wilson

NGEN Award – In support of Down The Track

Pamela Anthony and Sarah Barlow, UM

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, DAZN Media+, Nielsen, Original Audio

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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.