



PRESS RELEASE

MFA UNVEILS SIX BOLD CAMPAIGNS SHORTLISTED FOR INNOVATION AWARD

22 July 2026: Six high-impact campaigns have been shortlisted for the Innovation Award at the MFA Awards – a Judges' Choice category selected by the MFA Awards Committee from across all submitted entries.

The Innovation Award recognises work that challenged the conventions of media through bold thinking – whether through channel, placement or execution. Innovation could be a standalone idea or part of a broader campaign, but its impact had to be clearly attributable to the innovation itself.

For the first time this year, entrants couldn't enter this award directly. Instead, the MFA Awards Committee reviewed all entries and selected those that represented a genuine step change for a brand or the industry to be considered for the Innovation Award.

MFA Awards Committee Co-Chair Catherine Rushton, Chief Strategy Officer at This is Flow, said: "This year we removed the restrictions around what qualifies as innovation and empowered judges to identify groundbreaking work from across the entire awards program. That makes the category more meaningful because finalists haven't entered themselves – they've been recognised by their peers and marketing leaders for pushing the industry forward. It's also part of the MFA's commitment to continually evolve the awards format to keep them fresh and relevant.

"The judges looked for work that represented a meaningful leap the industry could learn from. These campaigns reflect the fact that our industry demands innovation to not only break new ground but to deliver real business change. Not to mention the all important 'I wish we'd thought of that' magic."

The Innovation Award winner will be announced at the MFA Awards.

The finalists are:

dentsu, Medibank's Family Roast, Medibank
Essencemediacom, Livewire and Special, Backseat Arcade, Uber
OMD, Reaction Time: Turning Social Media into a Road Safety Tool, NSW Government
oOh!media, Special Group and Initiative, First Ball, Cricket Australia
Uber Advertising & Atomic 212°, Test Rides, BMW Group Australia
Wavemaker, Seat Belters: Remixing Road Safety, Allianz



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 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.