



PRESS RELEASE

MFA AWARDS 2021 SWITCH TO VIRTUAL FORMAT, MFA EX MOVES TO OCTOBER

24 January 2022: In response to the Omicron outbreak, the Media Federation of Australia's **2021 MFA Awards** will proceed as a live streaming event on Thursday 10 February at 4pm AEDT, celebrating the most effective and impactful work created by media agencies in 2020 and 2021.

Hosted by comedian Claire Hooper, the interactive live stream will include a Best Dressed competition for the audience – with a prize up for grabs!

The accompanying **MFA EX Effectiveness Expo**, which expected a live audience of 2,100 media professionals across Sydney and Melbourne, will now be held in October – exact dates to be announced soon – with all speakers and sessions moving across. MFA EX sessions are curated to highlight cutting edge media thinking, innovation, people development and best practice in driving marketing effectiveness.

The **2022 MFA Awards** gala dinner will also be held in October, following on from MFA EX Sydney. Entries for the 2022 awards program will open in May.

MFA CEO Sophie Madden said: “While we are disappointed to not be coming together in person, we are excited to be recognising the deserving winners of the 2021 MFA Awards on 10 February. In a particularly tough environment, the finalists and winners have demonstrated immense creativity, innovation and ground-breaking media thinking. That’s worth celebrating with even more enthusiasm, in my view, so I encourage everyone to dress up, have fun and reconnect with their peers virtually until we can meet in person again.”

Register for the free 2021 MFA Awards interactive live stream: <https://mfaawards.eventbrite.com.au>

The 2021 MFA Awards finalists are:

Agency Talent & Culture

Initiative

Initiative’s Iso-Internship

OMD

Behaviour Change

Australian for Government Department of Social Services, Help is Here, UM

Department of Customer Service, Covid-19 Citizen Campaign, UM



NSW Government, Discreet Life, Wavemaker
RACQ, Distracted Drivers, UM

Brand Impact – Presented by OMA

Dell Australia, Dell Change Makers, MediaCom
Menulog, Snoop, UM
Swinburne University of Technology, Swintopia, Initiative

Bravery

IAG, CGU rescues donuts for dogs, Mindshare
Royal Australian Mint, Donation Dollar, UM
Tourism Australia, Travel Takeover Week, UM

Business Impact – Presented by Quantcast

Dell Australia, Dell Change Makers, MediaCom
Mackay Goodwin, Don't Give Up, Bohemia
Menulog, Snoop, UM
Swinburne University of Technology, Swintopia, Initiative
Tourism New Zealand, Good Morning World, Mindshare
Tourism Whitsundays, Siri-ously in need of a holiday?, Wavemaker

Content

Coles, What's for dinner?, Seven West Media & OMD
Dell Australia, Dell Change Makers, MediaCom
Queensland Health (Queensland State Government), Dear Mind, MediaCom
The Office of the Women in STEM Ambassador, Re-imagining the future of STEM, PHD Media
Tourism Australia, Live from Aus, UM

Covid Media Pivot

BWS, Local Luvva, Carat
Coca-Cola, Refreshing a Decade of Share a Coke, UM
MARS, Freshen up behind your mask, MediaCom
Suncorp, Shannon's Covid Pivot, OMD
Swinburne University of Technology, Swintopia, Initiative

Data & Analytics

Defence Force Recruiting (Australian Navy), Deep data dive into the Australian Navy, UM
McDonald's, Maccas Monopoly – Playing to Win, OMD

Innovation in Media

IAG, CGU rescues donuts for dogs, Mindshare
Tourism Australia, Live from Aus, UM

Long-term results

nib, Delivering an unfair market share, AKQA Media
Federal Chamber of Automotive Industries, Combatting complacency to keep Aussies safe, The Media Store

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Snapchat
Verizon Media

Partnerships

Dell Australia, Dell Change Makers, MediaCom & 10ViacomCBS
JLR Australia, SAS Australia Drives Defender Growth, Dentsu X Australia & Seven West Media
McDonald's, would you like e-sports with that?, OMD & Blizzard

Pro Bono/Cause Marketing Incentive – In recognition of Pam Lane

Hearts & Science, Dry July: Asking for the support of those affected by a pandemic
OMD, Coles Brand Responsibility
UM, Run for the Herd: Virtually Unstoppable

Real-time Marketing

MARS, Freshen up behind your mask, MediaCom
McDonald's, Maccas Monopoly – Playing to Win, OMD
Suncorp Group, AAMI Rest Towns, OMD & Ogilvy

NGEN Award

Ben Breden & Olivia Coxon, Initiative
Kate O'Loughlin & Leah Franco, PHD
Zac Kelly, Carat & Sam Murray, Hearts & Science
Younna Lee & Keeley Mercieca, Publicis Media
Ella-Jane Williams & Alice McAuliffe, Match & Wood
Gemma Harriss & Thomas Murphy, The Media Store

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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.