

mfa awards

2015 CALL
FOR
ENTRIES

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2015 CALL FOR ENTRIES

The goal of the Media Federation Awards is to showcase the role our industry plays in growing our clients' business and driving business results. It's a celebration of the best work we produce – work that's innovative, work that transcends category expectations, work that pushes the envelope.

Most importantly, it's a celebration of work that has rigour behind it. Or more simply, work that works!

I encourage everyone to enter and be part of the most prestigious awards program in our industry. And I'd like to wish the best of luck to all our entrants and extend a warm thanks to our sponsors, who continue to support the MFA in its quest to make the media industry better at what we do.



GREG GRAHAM
Business Development
and Marketing Officer,
GroupM & Chairman,
MFA Awards



Entrants that are selected as finalists and winners will earn points for the AdNews Agency and Media Company rankings.

AWARD CATEGORIES

- A. Automotive
 - B. Beverages
 - C. Finance/Insurance/Government/Corporate & Real Estate
 - D. Clothing/Cosmetics & Retail
 - E. Food & Grocery (excludes Beverages) SPONSORED BY
 - F. IT & Consumer Durables
 - G. Media/Entertainment/Travel & Leisure SPONSORED BY
 - H. **NGEN Award** CHARITY PARTNER
*2015 Brief for Mirabel Foundation - please visit:
www.mediafederation.org.au to download the NGEN award brief.
NGEN entry fees will be donated to the Mirabel Foundation post awards.*
 - I. Partnership Award
 - J. Pro-Bono/Cause Marketing Incentive – In Recognition of Pam Lane
Entry fees in this category along with \$10 from each event ticket sold will be donated to the charity of the winning entry post awards.
 - K. Best Strategic Launch Campaign SPONSORED BY
 - L. Best Integrated Media Campaign SPONSORED BY
 - M. Best Use of a Small Budget (up to \$300,000) SPONSORED BY
 - N. Best Media Innovation SPONSORED BY
 - O. Best Demonstration of Results
 - P. Best Use of Data
 - Q. Media Owner of the Year
 - R. Marketing Team of the Year SPONSORED BY
- GRAND PRIX** SPONSORED BY
The Grand Prix is selected from each of the category winners excluding the Partnership, Pro/Bono, NGEN, Media Owner of the Year and Marketing Team of the Year categories.

ELIGIBILITY

Any media campaign launched within Australia between 1st January 2014 and 31st March 2015 is eligible for entry. In the event of a crossover from the previous year, where a 2014 submission is still eligible in 2015, the case history must be rewritten, clearly demonstrating new elements of the campaign or new results. Any individual media planner or media planning team from an advertising agency, a media agency or an advertiser, may submit an entry.

WINNERS WILL BE ANNOUNCED AT THE MEDIA FEDERATION AWARDS PRESENTATION IN SYDNEY ON THURSDAY, 15TH OCTOBER 2015.

ENTRY DEADLINES

No extensions will be granted.

- Categories A to I 4pm Wednesday, 1 July 2015
- Categories K to P 4pm Wednesday, 8 July 2015
- Categories J, Q & R 4pm Wednesday, 15 July 2015

ENTRY FEES

- Members \$460.00 incl GST per entry
- Non-Members \$1500.00 incl GST per entry
- Pro-Bono & NGEN \$110.00 incl GST

QUERIES

Call Hadas Benjamin on **02 9281 8788** or email hadas@twodefence.com.au

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www.mediafederation.org.au