

UM leads finalists in stellar year for MFA AWARDS

More than 100 judges have reviewed and discussed a record number of entries to select 52 finalists for the 2021 MFA Awards, being held on 10 February 2022.

The judges – drawn from agencies, client side, industry bodies and MFA Awards sponsors – commended this year’s entries as being of high calibre, rooted in actionable insights and delivering strong results for clients.

MFA Awards Committee Chair Joe Lunn, Chief Technology & Transformation Officer at Mindshare, said: “It was a privilege judging the MFA Awards this year with so many smart, passionate people from across the industry. Spending time talking about the work that inspired us and the work that enlightened us. Work that proved just how innovative and adaptive our industry has been over the past 18 months. Most importantly, work that worked. Having been on the MFA Awards Committee since 2015, I was blown away by the quality of the entries and level of effectiveness, given the demands everyone has been under, so all the finalists should be incredibly proud of their achievement.”



The MFA Awards recognise and reward work that has delivered tangible brand and business results for clients in the short and long term.

A Grand Prix (presented by Seven Network), and awards for NGEN, Industry Contribution and Hall of Fame will also be awarded at the MFA Awards presentation event on Thursday 10 February 2022 at Royal Randwick Sydney. The awards will follow on from the MFA EX: Media For All effectiveness conference. MFA EX will also be held in Melbourne the following week, on 16 February 2022.

MFA CEO Sophie Madden said: “The aim of the MFA Awards has always been to recognise the most creative and effective media thinking in Australia and this year’s finalists have both creativity and effectiveness in spades. Judges were unanimous in their praise of the high standard of entries, with the most commonly used words in the Zoom judging room being inspiring, effective and insightful. It’s clear that while we’ve battled difficult conditions over the past two years as a result of the Covid-19 pandemic, agencies and clients have risen to the challenge and produced ground-breaking work that works. It’s also worth celebrating the high degree of collaboration in the industry, with the finalists representing clients, media owners and agencies.”

The 2021 MFA Awards finalists are:

AGENCY TALENT & CULTURE

Initiative

Initiative’s Iso-Internship

OMD

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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, Shannons 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

MEDIA PARTNER

Snapchat
 Yahoo

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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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PLATINUM SPONSORS: Outdoor Media Association, Quantcast, SBS Media
GOLD SPONSORS: Foxtel Media, Google, OzTam, Snapchat, 10 ViacomCBS
SILVER SPONSORS: Clarety, IAB Australia, Lion, Nielsen, Yahoo!,

Tickets are on sale via the MFA website.

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