

WE ARE BACK!

ENTRIES NOW OPEN

www.mediafederation.org.au



awards 2021

The MFA Awards remain the pre-eminent Awards program in the advertising media communications industry in Australia. For the past two decades they have been celebrating the most innovative and inspiring media thinking that has contributed to successful, results driven advertising campaigns.

SYDNEY 14 OCTOBER
ROYAL RANDWICK SYDNEY



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ENTER THE MFA AWARDS NOW

2021

The nuance of brilliant media strategy and execution isn't always immediately obvious, which is why the MFA Awards are such an important moment, providing recognition for the world-class work we deliver as an industry.

This is especially the case after the last 15 months, with media agencies demonstrating enormous resilience, responsiveness and creativity in helping our clients navigate the challenges of 2020. It's why we've chosen to introduce a new award category - COVID Brand Pivot - to acknowledge the teams that have found innovative solutions to these issues. The timeframe has also been extended to two years for all categories, meaning more campaigns will be eligible and more data will be available to demonstrate both short and long-term effectiveness in helping grow our clients' business and brands. Best of luck with your entries. We look forward to celebrating and showcasing the winners in October when we come together as an industry for the first time in a very long time!

Joe Lunn, Chair, MFA Awards Committee

ELIGIBILITY

- Any media campaign launched within Australia between **1 January 2019** and **31 March 2021** is eligible for entry.
- Any individual media planner or media planning team from an advertising agency, a media agency or advertiser, may submit an entry.
- Media owners are eligible to enter any of the 'Execution' categories along with 'Media partner', 'Industry contribution' and 'Pro-bono'.
- A campaign can be entered into a maximum of 4 categories and must be split across both the 'Outcomes' and 'Execution' award categories.

2021 AWARD CATEGORIES

17 categories awarding the most effective work and processes in our industry are being celebrated.

OUTCOMES

- Brand impact
- Business impact
- Behaviour change
- Long-term results

EXECUTION

- Content
- Partnerships
- Real-time marketing
- Data & analytics
- Innovation in media
- Technology
- Bravery

PEOPLE & COMMUNITY

- Agency talent & culture
- Media partner of the Year
- Pro-bono / Cause marketing initiative
(In recognition of Pam Lane)
- NGEN
- Industry contributor
- COVID Media Pivot

New

GRAND PRIX

The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners.

The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.

ENTRY FEES

Members	\$500.00 incl GST per entry
Non-members	\$1,000.00 incl GST per entry
NGEN / Pro-bono	\$120.00 incl GST per entry*

*(50% of NGEN entry fees are donated to nominated charity)

Winners will be announced at the MFA Awards gala dinner, **14 October 2021** at Royal Randwick in Sydney.

DEADLINES

NGEN
Friday, 4pm
16th July 2021

ALL OTHER ENTRIES
Friday, 4pm
23rd July 2021

QUERIES & CONTACT US

To view full category and criteria descriptions, past examples of award-winning work, terms and conditions and to enter, visit: www.mediafederation.org.au. Contact Nicole Taylor at **Two de Force**: ph. **02 9281 8788** or email events@twodeforce.com.au.



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