



PRESS RELEASE

WINNERS SHINE AT MFA AWARDS 2019, VOLVO TAKES OUT GRAND PRIX

18 October 2019: Volvo and agency partners Mindshare and WhiteGREY won the prestigious Grand Prix at last night's MFA Awards 2019 gala presentation at Carriageworks in Sydney, with Mindshare and Bohemia Group dominating the list of winners.

The **MFA Awards**, which returned this year after a pause in 2018, are focused on effectiveness; recognising and rewarding work that has delivered tangible brand and business results for clients in the short and long term.

The winners were chosen by silent vote, with more than 100 judges participating in the rigorous judging process, which included an independent review of all finalist entries. Mindshare and Bohemia Group scored four winners each on behalf of clients Volvo and Foxtel, and News Corp, Aspen Pharmacare and Ozmosis / Rip Curl respectively.

Nolan Yu and Max Learmont, who won the NGEN category in 2017, once again took out the NGEN Award, with their entry 'Walk A Mile in Their Boots' for UnLtd charity BackTrack. The NGEN Award recognises the talent of young media agency executives with less than five years' experience.

Industry stalwarts Carol Morris, Stuart Bailey and Vince Meoli were recognised with Industry Contribution honours, and Anthony Fitzgerald was inducted into the Hall of Fame.

MFA CEO Sophie Madden said: "The MFA Awards' renewed focus on effectiveness is a key part of the MFA's commitment to demonstrating media agencies' contribution to achieving tangible, long-lasting results for clients. Entries were streamlined to ensure only the very best were awarded, and judging overhauled to maximise transparency and rigour. Congratulations to the winners, who can confidently say they are delivering the highest quality of strategic thinking and long-lasting results for clients in the country!"

The 2019 MFA Awards winners are:

Grand Prix – Sponsored by Seven West Media

Volvo Australia, Omtanke: Rethinking Volvo, Mindshare and WhiteGREY

Behaviour Change



Foxtel, Fox Sports: Monty's Wicket Warnings, Mindshare

Best Use of Real-time Marketing

News Corp, The News in Colour, Bohemia Group

Collaborating partners: M&C Saatchi

Business Impact – Sponsored by Google

Volvo Australia, Omtanke: Rethinking Volvo, Mindshare and WhiteGREY

Partnerships – Sponsored by Facebook

Specsavers, The Test Experts, Initiative Australia

Brand Impact – Sponsored by SBS Media

Aspen Pharmacare, Get back to your Asian adventure, Bohemia Group

Collaborating partners: Ogilvy Health

Best Use of Innovation in Media – Sponsored by MOVE (OMA)

Foxtel, Fox Sports: Monty's Wicket Warnings, Mindshare

Best Use of Technology

VOTE, PHD

Long-term results – Sponsored by Network Ten

Aspen Pharmacare, Creating Travel FOMO drives long-term growth for Gastro-Stop, Bohemia Group

Collaborating partners: Ogilvy Health

Best Use of Data & Analytics – Sponsored by OzTAM

Coles, Setting a new benchmark for effective media measurement, OMD

Collaborating Partners: Beatgrid, Brand Metric Measurement, Lewers, Technology Provider

Best Use of Content – Sponsored by Ad Standards

AncestryDNA, The DNA of shared milestones, OMD

Bravery – Sponsored by SCA

Ozmosis / Rip Curl, Leveraging scars as a media channel: Pay with pain, Bohemia Group

Collaborating Partners: M&C Saatchi Group

NGEN – Sponsored by UnLtd

Walk A Mile in Their Boots, Nolan Yu (OMD) and Max Learmont (M&C Saatchi)

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

OMDonate continues!, OMD Australia



Agency Talent & Culture – Sponsored by Foxtel Media

Initiative Australia

Hall of Fame

Anthony Fitzgerald

Industry Contribution

Carol Morris

Vincenzo Meoli, Commercial Director, HYLAND

Stuart Bailey, Chief Digital Officer, PHD

The MFA would like to thank our sponsors for the 2019 MFA Awards:

Grand Prix Sponsor: Seven West Media

Major Sponsors: Ad Standards, Facebook, Foxtel Media, Google, OMA, OzTAM, SBS, SCA, Network Ten

Activation Sponsor: IAB Australia, Nine

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For more on the winners, including profiles of the Hall of Fame and Industry Contribution honorees on the MFA Website: <https://www.mediafederation.org.au/2019-mfa-award-winners>

For more information, please contact:

Andrea Sophocleous

T: 0431 98 94 99

E: andrea.sophocleous@gmail.com

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.