



PRESS RELEASE

MFA AWARDS BACK FOR 2021 WITH CLAIRE HOOPER RETURNING AS HOST

9 June 2021: The Media Federation of Australia (MFA) has launched the **2021 MFA Awards**, calling on media agency members to submit their best work demonstrating client results and long-term thinking.

Back after a Covid-induced postponement in 2020, the MFA Awards will be celebrated with a black tie gala dinner at Randwick Racecourse in Sydney on **14 October 2021**. The Seven Network has signed on as the Grand Prix Sponsor, marking the 11th consecutive year of sponsoring the category, and comedian Claire Hooper is returning as the awards host.

Yesterday's launch took place as an industry-wide national Zoom call involving 78 MFA member agency offices attending the virtual announcement. Claire Hooper made the announcement via a pre-recorded [video](#).

MFA CEO Sophie Madden said: "The 2021 MFA Awards will continue our focus on celebrating work that demonstrates media agencies' contribution to achieving tangible, long-lasting results for clients. This year's recognition and celebration will be even more important as we shine a light on how agencies and clients adjusted to the challenges posed by Covid-19. This will also be the first time in two years that our industry is able to come together and recognise the most effective campaigns created during that time."

Peter Horgan, MFA Chair and CEO of Omnicom Media Group, added: "The MFA Awards are the pre-eminent event on the media agency industry calendar because it reminds us what is important – and that's the strong focus on effectiveness and excellence in execution in the work we do for clients. At the end of the day, that comes down to the passion and commitment of everyone in this industry and I for one can't wait to celebrate with them on 14 October."

The Awards will follow the format first introduced in 2019 when the program was revamped, with categories split into three pillars: 'Outcomes' (4 categories), 'Execution' (7) and 'People and Community' (6). A new Covid category is introduced, bringing the total number of entered categories to 17.

The Covid Media Pivot category has been created to recognise the effort and process agencies went through in adapting, changing and creating new media approaches during the Covid-19 pandemic. Judges will look for how agencies delivered short-term results during a difficult period, or potentially created a new path to long-term resilience and growth.



The Grand Prix and Hall of Fame bring the total of awards to be handed out on the night to 19. Click [here](#) to view a full list of categories.

A 40% weighting to demonstration of effectiveness will lead the awards' continued focus on client results, with the intention of rewarding long-term thinking that goes beyond one-off campaigns. To ensure a highly rigorous judging process, entrants across all categories must provide detailed KPIs for the campaign activity; demonstrate delivery against these KPIs; and discount or account for the impact of external factors beyond media (such as promotions, pricing, distribution, change in media spend etc).

The MFA Awards are open for entries until 23 July. Download the entry criteria [here](#).

Tickets to the MFA Awards are currently on sale on the [MFA website](#).

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.