



2017 MFA AWARDS JUDGING CRITERIA

PRODUCT SECTORS

CATEGORY A: AUTOMOTIVE VEHICLES, PRODUCTS & SERVICES; CATEGORY B: DURABLE CONSUMER GOODS; CATEGORY C: FAST MOVING CONSUMER GOODS (EXCLUDING FOOD & BEVERAGE); CATEGORY D: FINANCIAL SERVICES; CATEGORY E: FOOD & BEVERAGES; CATEGORY F: PUBLIC SECTOR, UTILITIES & CHARITIES; CATEGORY G: MEDIA & ENTERTAINMENT; CATEGORY H: RETAIL & ECOMMERCE; CATEGORY I: TELCO, TRAVEL, LEISURE & OTHER SERVICES (EXCLUDING FINANCE)

INTRODUCTION

Entries in this category should demonstrate outstanding media strategy and execution that has contributed significantly to delivering brand and/or business objectives. Judges are looking for a coherent story with a well-defined challenge, compelling insight(s), clear strategic direction and original, impactful use of media that is best in class for the category. Entries are allowed in one Product Sector category only.

STRATEGY (30%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and original.

EXECUTION (30%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.

EFFECTIVENESS (40%)

1. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
2. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
3. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*These categories have a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

BEST PRACTICE

CATEGORY J: BEST COMMUNICATIONS STRATEGY

INTRODUCTION

Entries in this category should demonstrate outstanding strategic thinking that has contributed significantly to delivering brand and/or business objectives. Judges are looking for a coherent story with a clearly defined challenge, compelling insight(s), uniquely impactful strategic direction and a direct link to execution. This category is also open to broader thought leadership and strategic consulting work for clients, beyond standard campaign briefs.

STRATEGY (50%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and a significant step-change from typical strategic approaches for the category.

EXECUTION (20%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.

EFFECTIVENESS (30%)

1. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
2. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
3. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA BEST PRACTICE

CATEGORY K: BEST NEW PRODUCT LAUNCH/RELAUNCH

INTRODUCTION

Entries in this category should demonstrate outstanding strategic thinking and execution that has contributed significantly to delivering brand and/or business objectives for a new product launch or brand relaunch. Relaunches include only those campaigns where there was a substantial change to the product or service offering.

STRATEGY (30%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and a significant step-change from typical launch strategies for the category.

EXECUTION (30%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.

EFFECTIVENESS (40%)

1. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms for comparable launch campaigns.
2. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
3. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

BEST PRACTICE

CATEGORY L: BEST-INTEGRATED CAMPAIGN

INTRODUCTION

Campaigns entered in this category must have used multiple media channels. Entries should articulate the distinct and complementary roles for each channel and demonstrate how integration across channels was fundamental to the campaign's success. Consideration of the full spectrum of Paid, Owned and Earned media is encouraged.

STRATEGY (20%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and original.

EXECUTION (50%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The entry outlines a distinct role for each channel, their behaviours and the desired interactions between paid, owned and earned channels.
3. The media execution is innovative and original across all key media channels.
4. There was a clear benefit from the integration across channels.

EFFECTIVENESS (30%)

1. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
2. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
3. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

BEST PRACTICE

CATEGORY M: BEST USE OF A SMALL BUDGET (Up to \$300K)

INTRODUCTION

Entries should demonstrate outstanding strategic thinking and execution that has contributed significantly to delivering brand and/or business objectives, while discounting other marketing factors outside the budget scope. Campaigns are only eligible for this category if the paid media budget was under \$300,000. The entry must show clear evidence that the 'small budget' was used effectively in its own right and was not dependent on a wider campaign or separate budget.

STRATEGY (30%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and original.

EXECUTION (30%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.
4. The entry demonstrates how the approach has been adapted to the constraints of a small budget.

EFFECTIVENESS (40%)

1. The entry clearly demonstrates that the activity was not part of a larger campaign or unduly impacted by other brand activity.
2. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
3. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
4. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA BEST PRACTICE

CATEGORY N: MOST INNOVATIVE USE OF MEDIA

INTRODUCTION

Entries in this category should outline an original, creative use of media, whether that's in paid, owned or earned channels. Judges will reward relevant and impactful use of existing or new innovations. The activation can be a stand-alone idea or part of a larger campaign. Entries must be submitted by the agency which was responsible for leading the innovation i.e. the agency came up with the idea, implemented the idea or oversaw the implementation by external partners.

STRATEGY (20%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach is coherent, consistent and original.

EXECUTION (50%)

1. The media execution is a truly innovative idea or approach which is breaking new ground for the category and/or broader industry.
2. The role of the activation and its link to media has been clearly defined.
3. There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (30%)

1. The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
2. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
3. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

BEST PRACTICE

CATEGORY O: BEST COLLABORATION

INTRODUCTION

Entries in this category can come from media owners, research companies, adtech companies, agencies or other partners. Judges are looking for entries which demonstrate a clearly defined role for each partner and tangible value coming from the collaboration with all partners going above and beyond. Must include three or more participants as well as external parties outside of an agency group.

STRATEGY (20%)

1. The client's campaign and media objectives are clearly articulated.
2. The entry outlines the target audience and their relevance to key media partners.
3. The entry demonstrates an understanding of the broad strategic direction.

EXECUTION (30%)

1. The approach was innovative and original.
2. The role of different channels and activations has been clearly established.
3. There is a direct link between the strategic requirements and the partnership execution.

COLLABORATION (30%)

1. There was a clearly defined role for each partner.
2. The entry demonstrates industry best-practice collaboration between partners.
3. The partners provided access to unique resources and company assets to bring the campaign to life over and above traditional media value.

EFFECTIVENESS (20%)

1. The campaign showed significant results as benchmarked against client, category and media delivery norms.
2. Success has been delivered against specific campaign and media KPIs.
3. The performance of the campaign is likely to have been positively impacted by the nature of the collaboration.

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

BEST PRACTICE

CATEGORY P: BEST USE OF TECHNOLOGY

INTRODUCTION

This category celebrates innovative use of technology, whether that is within media placements or is a stand-alone piece of technology. Examples include AR and VR, bots, machine learning, wearables or IoT. The technology must have been developed specifically for the purpose of delivering against business or brand objectives and judges will reward technological innovation that has a clear purpose. The project must have been initiated by the entering agency and excludes prototypes that are not yet in market.

STRATEGY (20%)

1. The communications objectives for the campaign or activation are clearly articulated.
2. The target audience has been well defined.
3. There is a unique, well-substantiated insight or insights.
4. The overall approach is coherent, consistent and original.

EXECUTION (60%)

1. The entry demonstrates an innovative, industry-first application of existing or new technology.
2. The technology is not being used purely because it is new - there is a direct link between the objectives and the innovation.
3. The role of the technology innovation in achieving the communications objectives has been clearly established.

EFFECTIVENESS (20%)

1. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
2. The campaign has delivered some degree of scale of impact (within reason based on campaign KPIs).
3. The results are clearly due to the technology innovation.

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA RESULTS

CATEGORY Q: BEST DEMONSTRATION OF SHORT-TERM RESULTS

INTRODUCTION

Entries in this category must demonstrate a significant commercial impact within one year of the campaign launch. Judges are looking for entrants to demonstrate the contribution of media to achieving the business and brand results, while discounting or accounting for external factors beyond media. Winning entries will have generated a significant commercial return relative to benchmarks and the market context.

STRATEGY (20%)

1. There are specific marketing objectives and a distinct challenge for communications.
2. There is a clear rationale for the source of business and target audience.
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach – including any adaption during the measured period – is coherent and justified.

EXECUTION (20%)

1. There is a direct link between the strategic recommendation and the campaign execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.
4. Any optimization or adaptation during the measured period has a strong rationale.

EFFECTIVENESS (60%)

1. An appropriate measurement plan was put in place to determine the impact of the campaign.
2. The campaign showed significant results for the client's brand and business – within the first 12 months of the campaign beginning – benchmarked against client/category norms.
3. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
4. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1200 words



2017 MFA AWARDS JUDGING CRITERIA RESULTS

CATEGORY R: BEST DEMONSTRATION OF LONG-TERM RESULTS

INTRODUCTION

Entries must demonstrate a significant and enduring commercial impact more than 18 months after the campaign first launched. Entrants should demonstrate the contribution of media to achieving the business and brand results, while discounting or accounting for external factors. Winning entries will have generated a significant commercial return relative to benchmarks and the market context. Campaigns must have commenced after 1st January 2015 and results data must be available for a minimum of 12 months. MFA entries from previous years can be entered into this category.

STRATEGY (20%)

1. There are specific marketing objectives relating to the launch year (preferably for the entire measured period).
2. There is a clear rationale for the source of business and target audience(s).
3. There is a unique, well-substantiated insight or insights.
4. The strategic approach or communications framework – including any adaptation during the measured period - is coherent and justified.

EXECUTION (20%)

1. There is a direct link between the strategic approach and the overarching campaign structure and execution.
2. The role of channels has been clearly defined.
3. The media execution is innovative and original.
4. Any optimization or adaptation during the measured period has a strong rationale.

EFFECTIVENESS (60%)

1. An appropriate measurement plan was put in place to determine the impact of the campaign.
2. The campaign showed significant results for the client's brand and business for a period of 12 months or more post-launch, as benchmarked against client expectations and/category norms.
3. Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
4. The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).

*This category has a maximum limit of 1200 words



2017 MFA AWARDS JUDGING CRITERIA

DATA & INSIGHT

CATEGORY S: BEST USE OF DATA, ADTECH, ANALYTICS OR RESEARCH

INTRODUCTION

This category recognises excellence in the application of data, whether that's in the deployment of programmatic and adtech, custom segment targeting, attribution modelling or stand-alone research projects. Entries in this category must demonstrate how the data-led approach was innovative, insightful and delivered results. The category is open to agencies, research companies, media owners and adtech firms. It can relate to work that was campaign-specific or for thought-leadership purposes e.g. media owner research.

OBJECTIVES (30%)

1. The key objectives for the project, initiative or campaign have been clearly identified.
2. There was a strong rationale outlining the need for research, analytics or adtech and how this could drive business or communications results.
3. The entry demonstrates a smart & logical analysis that drove the data solution or use of technology.

EXECUTION (40%)

1. The methodology applied was innovative and original.
2. The insights and outcomes from the project were unique and impactful.
3. The intelligence has significantly impacted the execution e.g. through better targeting, optimisation etc.

EFFECTIVENESS (30%)

1. The entry demonstrates significant results as benchmarked against the defined objectives and/or industry norms.
2. The results are clearly due to the data and/or insights methodology applied, after other influencing factors have been discounted.

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA

DATA & INSIGHT

CATEGORY T: BEST USE OF REAL-TIME MARKETING

INTRODUCTION

Entries in this category should demonstrate the use of real-time data and information to engage with consumers in a dynamic, adaptive manner. The campaign can be a spontaneous reaction to an event or planned in advance, and can run across any number of platforms, including social media, email, display, programmatic or mobile.

STRATEGY (20%)

1. The key objectives for the campaign or activation have been clearly identified.
2. There is a strong rationale for the need to apply a real-time marketing approach.
3. There is a unique, well-substantiated insight or insights behind the approach.
4. The strategic approach is coherent, consistent and original.

EXECUTION (50%)

1. The entry demonstrates an innovative, original use of real-time marketing.
2. The role of the activation and its link to any other campaign elements has been clearly defined.
3. There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (30%)

1. Success has been delivered against the marketing objectives and communications challenge.
2. The results are due to the application of real-time marketing, after other influencing factors have been discounted (e.g. price reductions, unrelated campaigns etc).
3. The campaign has delivered some degree of scale of impact (within reason based on campaign KPIs).

*This category has a maximum limit of 1000 words



2017 MFA AWARDS JUDGING CRITERIA **PEOPLE & EXCELLENCE**

CATEGORY U: PEOPLE & CULTURE INITIATIVE

INTRODUCTION

People and Culture teams play an increasingly crucial role in our industry by creating positive, high-performing agency environments. This category recognizes outstanding initiatives and strategies in the area of People and Culture within media agencies. Entries must demonstrate strategic thinking and execution that has contributed to agency performance or to address a specific people and culture issue. The initiative can be a stand-alone idea or part of a larger program. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s), strategic direction with a direct link to execution and results.

THE CONTEXT (20%)

This section should provide an overview of the challenge the initiative was designed to overcome and the specific objectives and measures of success. Challenges could be across any People and Culture area i.e. (but not restricted to) talent identification & retention, organizational strategy or structure, training & development, engagement & productivity, positive culture.

- What was the challenge that needed to be overcome
- What were the specific and measurable 'objectives that were set in response to these challenges and how do these link to business performance?

STRATEGY & EXECUTION (40%)

The entry should outline the approach and subsequent initiative the agency put in place to address the challenge. Topics to cover could include any of the following:

- There is a clear rationale for who the initiative is aimed at
- There is a unique, well-substantiated insight or insights
- The strategic approach is coherent, consistent and original
- How is the initiative aligned to agency purpose/agency strategy/agency culture
- There is a direct link between the strategy and the execution
- How was this initiative unique to the agency?

RESULTS (40%)

The entry should demonstrate how the initiative has addressed the challenge, achieved the desired outcome and/or positively impacted on the business performance of the agency. Proof points could include:

- Evidence of improvements and outcomes identifiable as resulting from the program/initiative
- Stakeholder surveys conducted pre/post initiative
- Budget implications of initiatives i.e. cost savings/increased revenue as a result of the initiative
- Reporting on initiative results/testimonials
- Any other relevant results

*This category has a maximum limit of 1200 words

* Entrants may include max 200-words in testimonials from partners/clients in addition to the 1200 limit



2017 MFA AWARDS JUDGING CRITERIA

PEOPLE & EXCELLENCE

CATEGORY V: MARKETING TEAM OF THE YEAR

INTRODUCTION

This award recognises overall excellence from a marketing team in collaborating with their agency partners to produce outstanding work and business results. Entries must demonstrate a strong and consistent body of work, preferably through case studies dating back one or more years. Entries should also outline how the marketing team creates prosperous, long-term relationships with their agency and media partners. Open to marketers directly or agencies on behalf of their clients.

THE OUTPUT: THE WORK (50%)

Please submit examples of your best work that should cover the following:

- A clear understanding of the challenge given to the agency
- The output from the agency and your role in driving it
- A demonstrable positive change in strategic approach and/or innovative execution
- The results, which are attributable to the media thinking from you and your agency
- Collaboration with other agencies and/or media owners

MARKETING CULTURE: THE TEAM (50%)

- How has your organisation contributed to the improvement of the agency/client relationship?
- What initiatives do you have in place to demonstrate you value the media craft and foster an environment that produces the best work possible?
- How do you ensure the retention of high quality staff at both client side and agencies?
- What is the strategic vision for the marketing team? How do you intend to bring this vision to life?
- How will you work with agencies and media owners to ensure long-term mutually beneficial relationships and consistently great work?

* This category has a maximum limit of 1200 words

* Entrants may include a maximum 200-word agency testimonial in addition to the 1200 word limit



2017 MFA AWARDS JUDGING CRITERIA

PEOPLE & EXCELLENCE

CATEGORY W: MEDIA PARTNER OF THE YEAR

INTRODUCTION

We value ongoing support from partners across all areas of the media industry. This category is designed to acknowledge overall ongoing excellence from those partners, whether that's a media sales organisation, data or technology partner. Entries should demonstrate excellence in the work; their vision for company; how they collaborate with media agencies and clients; company culture; and how that translates into motivated, high-performing staff.

PEOPLE & CULTURE (35%)

The entry should outline the initiatives and programs the company has put in place to build a positive, productive culture in the sales team, including any or all of the below:

- What are the desired company values and team culture?
- How does the company ensure employees live the team values?
- How does the company invest in the training and personal development of members of the sales team?
- Are there any other key initiatives which are unique to the company or team?
- What proof points does the team have to demonstrate the success of these initiatives e.g. employee satisfaction surveys?

PARTNER ENGAGEMENT (35%)

The entry should outline the companies' approach to collaborating with partners, including any or all of the below:

- What is the team's approach to producing market leading work?
- How does the company collaborate with agencies and advertisers to build positive, mutually beneficial relationships?
- How does the sales team provide value above and beyond responding to campaign briefs?
- How does the company and/or its employees contribute to the culture and development of the wider industry?
- How does the team positively differentiate itself from the competition?
- How do you ensure your results are measurable?
- What proof points does the team have to demonstrate the success of these initiatives e.g. Media i Survey, business performance etc?

THE WORK (30%)

The entrant should provide 2-3 examples of best practice work that has been produced by the sales team. This can include work that was executed on behalf of a media agency or client, as well as any major research or thought leadership projects.

* This category has a maximum limit of 1200 words

* Entrants may include a maximum 200-word agency testimonial in addition to the 1200 word limit **2017**



MFA AWARDS JUDGING CRITERIA **PEOPLE & EXCELLENCE**

CATEGORY Y: PRO BONO/CAUSE MARKETING INITIATIVE – In recognition of Pam Lane

INTRODUCTION

This award recognises the agencies, media owners and suppliers who are making the most significant contribution to supporting charities, fundraising appeals or other not-for-profit community initiatives. The entry must demonstrate how these charities benefited directly from the support e.g. financial support to fund research and resource; campaign strategy and execution on fundraising campaigns; or time spent by agency staff providing physical support. The entry may cover a single initiative or many. Innovation in media thinking can be included but is not mandatory.

All funds received from the entries, along with \$10 from all dinner ticket sales will be made available to the charity or organisation as nominated by the winner of this category.

This award is open both media agencies, media owners and relevant partners.

CRITERIA

This category will not be allocated a weighted score against each criterion but each proposal will be evaluated in its entirety and consideration will be given to the following areas:

- Philosophy on pro bono and cause marketing opportunities
- How the initiative was selected
- The contribution personnel have made to initiative/initiatives
- Innovation of approach
- Demonstration of change in consumer and/or donor behavior as a result of agency contribution
- Whether this is a one-off agency activity or is an on going endeavour and encourages all staff participation

NOMINATED RECIPIENT OF FUNDS RAISED:

Agency to nominate the organisation that will receive 100% of the funds raised if they are deemed the winner. A special segment on the winner will also feature at the Awards ceremony each year to provide greater awareness of the recipient organisation.

*This category has a maximum limit of 1000 words