

The logo for the MFA Awards 2017. It features the letters 'mfa' in a stylized, lowercase font with a yellow-to-orange gradient. To the right of 'mfa' are the letters 'AWARDS' in a bold, black, uppercase font. Below 'AWARDS' is the year '2017' in a large, white, sans-serif font. The logo is set against a white, angular background that overlaps a dark grey and black geometric pattern on the left and a white architectural line drawing of a building on the right.

2017

2017 MFA ENTRY RULES & CONDITIONS

- Please note the entry deadlines – these dates are final and there will be no extensions provided.
- Please make sure all your personal details are entered accurately, including contact details, as this will be used in the Awards presentation if selected as a finalist.
- Enter only those campaigns launched within Australia between 1st January 2016 and 31st March 2017. * This excludes entries into the Best Demonstration of Long-Term Results category.
- Standard Awards eligibility dates do not apply for the Best Demonstration of Long-Term Results. For this category, campaigns must have commenced after 1st January 2015 and results must be available for a minimum of 12 months. MFA entries from previous years can be entered into this category
- Entries must not exceed 1000 words. Entries over 1000 words will not be accepted. Appendices are inclusive of the 1000 word limit excluding graphs, media schedules & creative work
- Best Demonstration of Short-Term Results; Best Demonstration of Long-Term Results; People & Culture; Media Partner of the Year & Marketing Team of the Year are the only categories with extended word limits. A of maximum 1200 words.
- Entry fees are non-refundable and must be paid at time of entering.
- Agency branding is not recommended on entries or supporting materials.
- All entries must include a media schedule in order to be considered for judging (excludes People & Excellence categories)
- All entries must include a signed document from the client verifying that all information supplied in the entry is correct, a quote from the client regarding the entry is also recommended (excludes People & Excellence categories)
- Agency's must have a dedicated media resource to be eligible
- Entries entered into four or more categories will be subject to a review process to ensure that the individual category criteria have been met. Please note, entries are allowed in one Product sector category only .
- Agencies must stipulate original thinking and provide credit to media owner and other collaborating agencies where applicable.
- Entries must not include advertisements that the Advertising Standards Board has found breaches the AANA Code of Ethics (ie complaints about an advertisement have been upheld by the Board).
- The decision of the judges will be final and no correspondence will be entered into.
- All entries are treated as confidential.

- The entrant grants The MFA permission to show the entries at the MFA Awards Presentation & at such times as deemed appropriate.
- The entrant agrees that the MFA will not accept responsibility for errors or omissions reproduced in the Presentation or the Winners Supplement or for work lost or damaged under any circumstances.
- The entry is a submission from the company. Should the individual designated to collect the award leave the company, another member of that company, not the individual, will collect the award.
- Entries into the NGEN category will be provided to the selected charity post Awards for their marketing and promotion purposes. It is a condition of entry that entrants agree to the supply this information.