



The 2017 MFA Awards finalists are:

**Automotive Vehicles, Product & Services**

- Hyundai Motor Company Australia, Hyundai Dealer Stealer, Ansible & Initiative

**Durable Consumer Goods**

- Microsoft, Windows 10 Analyser: Doing More. Just like You, Carat Australia
- LEGO Australia, Build Australia, UM Sydney

**Fast Moving Consumer Goods**

- COTY, Best Kept Secret, HYLAND
- Unilever, Streets – How Hyper Relevance Put Streets Ice Cream Back On The Lips of Aussies, PHD
- Latitude Financial Services, You Can Do Better, CHE Proximity
- Westpac Banking Corporation (WBC), Westpac Bump Launch Campaign, Media Lab

**Food & Beverages – Sponsored by ASB**

- Simplot Australia, Rolling Home With A Chiko - How We Put The Humble Chiko Roll Back In The Driver's Seat By Owning The Customer Journey (Home), Cummins&Partners
- Unilever, Tapping Into The Tipping Point With Lipton Ice Tea, PHD Media
- Coca-Cola South Pacific, Fanta Relaunch, UM Sydney
- Meat & Livestock Australia, Spring Lamb, UM Sydney

**Public Sector, Utilities & Charities**

- Go Gentle Australia, Be The Bill - How We Harnessed The Power Of Personalization To Put Euthanasia On The Political Agenda, Cummins&Partners
- WWF Australia, Safe Passage For Sea Creatures, Starcom
- Transport for NSW, Wiggles, UM Sydney

**Media & Entertainment – Sponsored by OzTAM**

- Foxtel: Showcase, How A Prison Rat Made Wentworth No.1 On Foxtel, Mindshare
- Foxtel, Marketing At The Speed Of Sport: Foxtel's Next Generation Media Platform, Mindshare
- SBS, Deep Water, Zenith

**Retail & eCommerce**

- eHarmony, 'Be My Valentine', OMD Australia
- Ancestry.com.au, Storytelling Is In Our DNA, OMD

### **Telco, Travel, Leisure & Other Services**

- Tourism Western Australia, #JUSTANOTHERDAYINWA - How We Harnessed The Power Of Social Media To Enable A Few, To Get The Many, To Sell (to) The Lot, Cummins&Partners
- Vodafone, 30 Days Of Power, MEC
- Google, The Google app & The Voice, PHD Australia

### **Best Communications Strategy**

- Floridis, Prospan 'Don't Ignore A Cough', AFFINITY
- Cochlear, The Hearing Test In Disguise, CHE Proximity
- Go Gentle Australia, Be The Bill - Harnessing The Power Of Personalization To Put Euthanasia On The Political Agenda, Cummins&Partners
- Coca-Cola South Pacific, Fanta Relaunch, UM Sydney

### **Best New Product Launch/Relaunch**

- Microsoft, Forza Horizon 3: Leave Your Limits, Carat Australia
- Westpac Banking Corporation (WBC), Westpac Bump Account Launch, Media Lab
- Coca-Cola South Pacific, Fanta Relaunch, UM Sydney

### **Best Integrated Campaign**

- Cochlear, The Hearing Test In Disguise, CHE Proximity
- Google, The Google app & The Voice, PHD Australia
- Meat & Livestock Australia, Spring Lamb, UM Sydney
- Coca-Cola South Pacific, Fanta Relaunch, UM Sydney

### **Best Use of a Small Budget (Up to \$300,000)**

- Cochlear, The Hearing Test In Disguise, CHE Proximity
- DrinkWise, How To Date Properly, MediaCom
- WWF Australia, Safe Passage For Sea Creatures, Starcom
- Lion, The Chocolate Easter Keg, UM Sydney

### **Most Innovative Use of Media – Sponsored by Nine Entertainment Co.**

- University of Melbourne, Made Possible By Melbourne, McCann Melbourne
- Foxtel, Marketing At The Speed Of Sport: Foxtel's Next Generation Media Platform, Mindshare
- Qantas, Out Of Office, The Monkeys

### **Best Collaboration**

- FremantleMedia Australia, Family Feud Disney Edition, FremantleMedia Australia
- University of Melbourne, Made Possible By Melbourne, McCann Melbourne
- Google, The Google app & The Voice, PHD Australia

### **Best Use of Technology**

- Foxtel: Showcase, How A Prison Rat Made Wentworth No.1 On Foxtel, Mindshare
- Foxtel, Marketing At The Speed Of Sport: Foxtel's Next Generation Media Platform, Mindshare
- Unilever, Streets – How Hyper Relevance Put Streets Ice Cream Back On The Lips Of Aussies, PHD

**Best Demonstration of Short-Term Results – Sponsored by facebook**

- Flordis, Prospan 'Don't Ignore A Cough', AFFINITY
- Go Gentle Australia, Be The Bill - Harnessing The Power Of Personalization To Put Euthanasia On The Political Agenda, Cummins&Partners
- Ancestry.com.au, Ancestry Gets Short Term Results From Long Lost Family, OMD
- Hanes / BONDS, BONDS Comfytails - "Reaching Only Those That Have Outgrown Uncomfortable", OMD
- Asahi Premium Beverages, VCTV By Vodka Cruiser, Vizeum / The Story Lab

**Best Demonstration of Long-Term Results – Sponsored by MOVE**

- Ford Motor Company Australia, Tough Done Smarter, GTB Australia
- ANZ, 'Buy Ready', PHD Melbourne

**Best Use of Data, Adtech, Analytics or Research**

- Flordis, Prospan 'Don't Ignore A Cough', AFFINITY
- Cochlear, The Hearing Test In Disguise, CHE Proximity
- Flight Centre Travel Group, Building The Flight Centre Travel Group Co-op, Ikon Communications
- The University of Sydney, Dynamic Recruitment, The Monkeys

**Best Use of Real-Time Marketing**

- Foxtel, How Foxtel Gave Every Aussie Fan A Pocket NBA Analyst, Mindshare
- Unilever, Streets – How Hyper Relevance Put Streets Ice Cream Back On The Lips Of Aussies, PHD
- Google, The Google app & The Voice, PHD Australia
- The University of Sydney, Dynamic Recruitment, The Monkeys

**People & Culture Award**

- The Maxus PACEMAKER Committee, Maxus Communications Australia
- Conquering Churn With Life/Work Blend, OMD
- Behind PHD's Transformation, A Journey Of 180 People, PHD Media

**Marketing Team of the Year – Sponsored by the AANA**

- Meat & Livestock Australia
- NAB
- Westpac Group

**Media Partner of the Year**

- Adshel Street Furniture
- Nova Entertainment
- Val Morgan

**Pro Bono/Cause Marketing Initiative - In recognition of Pam Lane**

- Foodbank, Foodbank Food Fight 2016, Maxus
- The Pyjama Foundation, OMD & The Pyjama Foundation, OMD Sydney