



Agency Talent & Culture

The Media Store
PHD
OMD Australia
Initiative Australia

Behaviour Change

Fox Sports: Monty's Wicket Warnings, Mindshare, Foxtel
Maccas 30 Days 30 Deals: Get the "daily" with My Maccas, OMD, McDonald's
Complacency Kills, Wavemaker, South Australian Country Fire Service

Brand Impact – Presented by SBS Media

Get back to your Asian adventure, Bohemia Group, Aspen Pharmacare
GSK Children's Panadol: First Timers, PHD, GSK Panadol Australia
From Couch to Coast: Using media as an intelligence tool for the Central Coast,
AFFINITY, Tourism Central Coast
Thrush The Musical, PHD, Bayer
Omtanke: Rethinking Volvo, Mindshare and WhiteGrey , Volvo Australia

Bravery

Leveraging scars as a media channel: Pay with pain, Bohemia Group, Ozmosis / Rip
Curl
Thrush The Musical, PHD, Bayer

Business Impact – Presented by Google

GSK Children's Panadol: First Timers, PHD, GSK Panadol Australia
Omtanke: Rethinking Volvo, Mindshare and WhiteGrey , Volvo Australia
The Test Experts, Initiative Australia, Specsavers
Pet Search, UM Australia, RACQ
The DNA of shared milestones, OMD Sydney, AncestryDNA

Content – Presented by Ad Standards

Find your true north, Havas Media, Emirates
Thrush The Musical, PHD, Bayer
Bond: Founders University, Wavemaker, Bond University



From IT to the boardroom, Starcom, Samsung Australia
The DNA of shared milestones, OMD Sydney, AncestryDNA

Data & Analytics – Presented by OzTAM

GSK Children's Panadol: First Timers, PHD, GSK Panadol Australia
From Couch to Coast: Using media as an intelligence tool for the Central Coast, AFFINITY, Tourism Central Coast
From cookies to consoles: how Carat helped Xbox measure the un-measurable, Carat, Microsoft
Setting a new benchmark for effective media measurement, OMD, Coles
Securing the road forward for NRMA, Spark Foundry, NRMA

Innovation in Media – Presented by OMA

Leveraging scars as a media channel: Pay with pain, Bohemia Group, Ozmosis / Rip Curl
Bacardi #MojitoMoment, OMD Australia, Bacardi-Martini Australia
Fox Sports: Monty's Wicket Warnings, Mindshare, Foxtel

Long-term results

Creating Travel FOMO drives long-term growth for Gastro-Stop, Bohemia Group, Aspen Pharmacare
Driving Australia to hybrid, The Media Store, Toyota Motor Corporation Australia
The Australian Open 2017-2019: Hitting the Winning Serve, Zenith, Tennis Australia
Make Bigger Things Happen, Initiative Australia, Officeworks

NGEN

Bradley Easton and Joshua Hogg, Initiative Media – Ruff Pups
Emily France and Kirsten Nicola, The Media Store – Welding Hearts
Maddison Croker and Sarah Ford, News Corp Australia – BackTrack Response
Nolan Yu and Max Learmont, OMD – Walk A Mile in Their Boots
Sophie Liu, Spark Foundry – BackTrack Guides

Partnerships

Breaking records by getting mean: invigorating a barely known brand in a plummeting market, Innocean Worldwide and Nine, Kia Motors Australia
The Test Experts, Initiative Australia, Specsavers



Pepsi MAX: MAX Your Summer, PHD, PepsiCo
Coles & Taste Partnership, News Corp, Coles Group

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

AIME: the Hooded Hustle, Initiative Australia
ALDI Mamia & Tresillian: an alignment of values to benefit families, Zenith Media
OMDonate continues!, OMD Australia
The Koala Museum EST. 2050, Starcom

Real-time Marketing

The news in colour, Bohemia Group, News Corp
Fox Sports: Monty's Wicket Warnings, Mindshare, Foxtel
More than a chatbot, Zenith, Heineken

Technology

GSK Children's Panadol: First Timers, PHD, GSK Panadol Australia
VOTE, PHD
Fox Sports: Monty's Wicket Warnings, Mindshare, Foxtel
All Eye Want For Christmas, Wavemaker, Jetstar

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

Grand Prix Sponsor: Seven Network

Major Sponsors: Ad Standards, Facebook, Google, OMA, OzTAM, SBS Media

Activation Sponsor: IAB Australia, Nine

Supporting Sponsors: ARN, Clarety, Nielsen, SMI, UnLtd