



2019 Entry Kit

After two decades as our industry's pre-eminent awards program, we're relaunching the MFA Awards in 2019 with a renewed focus on effectiveness

www.mediafederation.org.au

MFA Awards

Call for Entries 2019

Following extensive consultation and input from the industry, encompassing over 800 people Australia-wide, we're excited to share the new MFA Awards. We've made a number of changes, such as cutting industry-specific categories and bringing additional rigour to the judging process. Awards are now grouped under Outcomes, Execution and People: recognising the different client outcomes achieved; how that result was delivered through media; and the talented people that make it all possible. We look forward to celebrating and showcasing the winners in October.

Best of luck! Joe Lunn – Chairman, MFA Awards

eligibility

Any media campaign launched within Australia between **1 January 2017** and **31 March 2019** is eligible for entry.

Any individual media planner or media planning team from an advertising agency, a media agency or advertiser, may submit an entry. Media owners are eligible to enter any of the 'Execution' categories along with 'Media partner', 'Industry contribution' and 'Pro-bono'. A campaign can be entered into a maximum of 4 categories and must be split across both the 'Outcomes' and 'Execution' award categories.

deadlines

4pm - 23 July 2019

4pm - 30 July 2019 – NGEN/Inspiration X entries only

entry fees

Members	\$500.00 incl GST per entry
Non Members	\$1,000.00 incl GST per entry
NGEN/Pro-Bono	\$110.00 incl GST per entry

award categories

Outcomes	Execution	People & Community	Grand Prix
Brand impact	Content	Agency talent & culture	The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners.
Business impact	Partnerships	Media partner	
Behaviour change	Real-time marketing	Pro-bono/ Cause marketing incentive (In recognition of Pam Lane)	The recipient represents a case study the industry would be proud to be associated with as 'Best of Breed'.
Long-term results	Data & analytics	NGEN	
	Innovation in media	Inspiration X	
	Technology	Industry contribution	
	Bravery		

Winners will be announced at the MFA Awards gala dinner, 17 October 2019 at Carriageworks, Sydney.

Queries

View full category and criteria descriptions, past examples of Award winning work, terms and conditions and to enter, visit www.mediafederation.org.au

Contact

Two de Force

Phone. **02 9281 8788**

Nicole Taylor

Jessica Havard

Nicole@twodeforce.com.au

Jessica@twodeforce.com.au

