



Inspiration X 2019 Brief

Objective

To select world-class content from 'younger' talent in their first 15 years in media, to be presented at the inaugural MFA EX Effectiveness Expo in October 2019.

Entrant eligibility

Employees of MFA Member agencies with less than 15 years' experience in the industry.

Context

For the past two decades, the MFA Awards have been celebrating the most innovative and effective media thinking in Australia. In today's landscape, however, with the speed and scale of disruption accelerating, there's a need for the MFA Awards to give our industry a voice and provide even greater value to our clients, partners and people.

Introducing MFA EX: Effectiveness Expo

To deliver on this ambition, we're expanding the scope of the MFA Awards with a new thought leadership event. Introducing the MFA EX (Effectiveness Expo); an all-day event that will lead into the evening awards ceremony.

The daytime event is designed to educate and inspire the industry to deliver greater effectiveness for our clients; while the evening event celebrates and recognises the work that has done exactly that.

For the event to be successful we need to positively impact the entire industry, not just a select few. That's why MFA EX will be accessible to everyone: every level; every function; and in every market. Our ambition is 'Media For All'.

Everyone in the industry will have the opportunity to attend the event for a nominal fee – with Sydney agencies 'shutting their doors' for the day – while those who can't make it will be able to access a livestream.

Media For All also means giving every young industry talent the opportunity to share their point of view on the best way to deliver effectiveness. We're opening up the agenda, giving everyone the opportunity to provide thought leadership to the wider industry.

Your Brief

Inspire our industry to deliver greater effectiveness... in less than 4 minutes!

Topic Areas

Content should fit under one of the three pillars of the MFA Awards i.e. Outcomes; Execution; or People & Community.

Outcomes - principles of effectiveness, behavioural economics, measurement etc
Execution - ideation techniques, unconventional cases, creative use of data etc
People & Community - wellbeing, diversity, teamwork, leadership etc

NB: the above examples are thought-starters only and shouldn't limit your thinking!

Considerations

The presentation should:

- Address the brief i.e. effectiveness
- Provide a new and/or provocative perspective
- Inspire people to change their thinking or behaviour
- Be of interest to the wider industry
- Deliver the message in a creative, compelling manner

It should not:

- Be a sales pitch or 'selling' a company/product
- Contain confidential information
- Utilise a 3rd parties' work without referencing source material

Submission Format

Format: Round one submissions to be provided in video format and/or written script.

Content: Entrant should present direct to camera during the video; content can be supplemented with visuals e.g. interstitial slides, whiteboard, props etc

Duration: Between 3-4 minutes

NB: There will be no penalty for low quality video production or editing skills. **It's the content that counts.**

The Inspiration X entry and judging process is the same as any other category. You will need to craft a response and enter it directly into the online entry portal. It will be judged by a panel of senior representatives in order to determine the shortlist.

If you are lucky enough to be shortlisted you will get to present your response on stage at the inaugural MFA EX event on 17 October. This is the daytime event that takes place prior to the MFA Awards gala dinner.

Having the opportunity to speak on stage in-front of the industry can be daunting but we encourage all shortlisted entrants to grasp that opportunity. Saying that, if you are shortlisted and un-able to present our Awards Managers and your agency senior leaders will work with you to come up with a suitable alternative

Timeline

Inspiration X entries close	30 July
Shortlisted entrants	late August
Shortlisted entrants present at MFA EX	17 October

To enter visit mediafederation.org.au

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