



2019 MFA Awards Categories

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.

We've made a number of changes, such as cutting industry-specific campaigns and reducing the number of categories to focus on the ones that really matter. 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.

To ensure a highly rigorous judging process, entrants across all categories must provide detailed KPIs for the campaign activity; demonstrate delivery against these KPIs; and discount or account for the impact of external factors beyond media e.g. promotions, pricing, distribution, change in media spend etc.

Benchmarks for all KPIs and results must also be supplied – relative to the category and/or historical brand performance – to quantify the true scale of the impact. Judges will also have the opportunity to submit questions for clarification or additional data from entrants as part of the judging process.

Thank you for your support of these initiatives. They can only help our Awards – and the industry – grow even stronger.



2019 MFA AWARD CATEGORIES - OUTCOMES

Brand impact

Entries in this category must demonstrate how media and communications have created a significant and measurable impact on key brand metrics. These metrics can include things like changes in brand perception/attitudes and emotions or how the campaign successfully established new brand associations. Judges are looking for entrants to demonstrate a direct relationship between media and the relevant brand or equity metrics.

To view a great example of award winning brand impact visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/925-the-best-biscuit>

Maximum word count - 1200

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated brand problem that has been arrived at through a clear and logical rationale
- There is a clear brand metric(s) and measurement framework

INSIGHT & STRATEGY (20%)

- There is a clear rationale for the source of brand growth and target audience.
- There is a unique, well-substantiated insight.
- The strategic approach is coherent, consistent and original.

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the brand impact of the campaign.
- Success has been delivered against the specific brand KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Business impact

Entries in this category must demonstrate a significant commercial impact across the judging period. Judges are looking for entrants to demonstrate the contribution of media to achieving business results via sales or additional growth metrics for example; increasing market share, profitability, retention, reducing price sensitivity. Winning entries will have generated a significant commercial return relative to benchmarks and the market context.

To view a great example of award winning business impact visit;
<https://www.mediafederation.org.au/mfa-awards/past-winners/item/375-colouryoursummer>

Maximum word count - 1200

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated business problem that has been arrived at through a clear and logical rationale
- There is a clear business metric(s) and measurement framework

INSIGHT & STRATEGY (20%)

- There is a clear rationale for the source of business growth and target audience.
- There is a unique, well-substantiated insight.
- The strategic approach is coherent, consistent and original.

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the business impact of the campaign.
- Success has been delivered against the specific business KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of business impact that far surpasses both client and category norms
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Behaviour change

Entries in this category must demonstrate how media has significantly changed consumer behaviour or action for example; new habit formation or new action. Entrants will need to provide evidence around how their media activity and thinking has resulted in demonstrable change in consumer behaviour across either the short or the long term. Entries will need to isolate the media impact on the behavioural changes created.

To view a great example of award winning behaviour change visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/394-laceitup>

Maximum word count - 1200

OBJECTIVE & PROBLEM (10%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated behaviour change problem that has been arrived at through a clear and logical rationale
- There is a measurement framework built to quantify the behaviour change impact

INSIGHT & STRATEGY (20%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight in relation to consumer behaviour.
- The behavior change strategy is coherent, consistent and original.
- There has been a clear application of existing or new behaviour change theory

EXECUTION (20%)

- There is a direct link between the strategic recommendation and the campaign execution.
- The role of channels has been clearly defined.
- The media execution is innovative and original.

EFFECTIVENESS (50%)

- An appropriate measurement plan was put in place to determine the behaviour change impact of the campaign.
- Success has been delivered against the specific behaviour change KPIs identified in the marketing objectives and communications challenge.
- The campaign has delivered a degree of scale of impact on behaviour that far surpasses both client and category norms
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Long-term results

Entries must demonstrate a significant and enduring commercial impact after 18 months. Entries can focus on one campaign, the business portfolio or how you have delivered throughout the full contract. Entrants should demonstrate the contribution of media to achieving the business and brand results. Winning entries will have generated a significant commercial return relative to benchmarks and the market context. Campaigns must have commenced after 1st January 2016 and results data must be available for a minimum of 18 months. MFA entries from previous years can be entered into this category.

To view a great example of award winning long-term results visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/1085-tough-done-smarter>

Maximum word count - 1200

THE FOUNDATIONAL BUSINESS CONTEXT (20%)

- The business conditions have been clearly outlined with an over-arching business challenge to solve.
- There is an identification of the problem and/or opportunity which informs the action taken by the agency (e.g. long-term campaign, measurement approach, digital transformation, ways of working etc).
- There is an illuminating insight(s) that sparked the journey.
- The measures of success have been defined for each stage / interval of the project with clear milestones.

THE PARTNERSHIP JOURNEY / APPROACH (30%)

- There is a coherent and well-argued strategic approach which addresses the foundational business context.
- The strategic approach has been applied consistently throughout the time period covered.
- There was a unique approach to the roadmap and initiatives designed to deliver on the strategy
- The barriers or roadblocks which emerged along the way were overcome effectively and efficiently.
- There is a compelling rationale for any changes adopted during the period covered.
- Stakeholders were taken on the journey in a way that contributed to the project(s) success.

THE CURRENT BUSINESS CONTEXT / RESULTS (50%)

- An appropriate measurement plan was put in place to determine the business impact of the approach
- Success has been delivered against the specific KPIs identified in the objectives and foundational context stages
- The approach delivered significant commercial impact for a period of 18 months or more post-launch, as benchmarked against client expectations and/category norms.
- The results are clearly due to approach you put in place as a business partner, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



2019 MFA AWARD CATEGORIES - EXECUTION

Content

Entries in this category must demonstrate how an effective use of content has resulted in brand or business results. The definition of 'content' in the category is anything beyond standard advertising and can include social content, advertiser funded programming, influencer/ambassador earned content and commercial content integration. Winning entries will need to demonstrate how the content created and deployed resulted in measurable results.

To view a great example of award winning content visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/919-lol-breaks>

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact built

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The media execution is driven by clever and effective use of content marketing on behalf of brands.
- The role of content in the campaign solution has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Partnerships

Campaigns entered in this category must prove how an integrated partnership or partnerships resulted in a demonstrable business impact. Partnerships can be both commercial (paid media partnership) and non-commercial (co-branded integration). Media owners are eligible to enter this category. Joint entries are also encouraged.

To view a great example of award winning partnerships visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/379-dynamo-mums-mud-and-a-million-different-messages>

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact built

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The execution is led by the use of media partnerships.
- The role of partnerships in the media execution has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Real-time marketing

Entries in this category should demonstrate the use of real-time data and information to engage with consumers in a dynamic, adaptive manner. The campaign can be a spontaneous reaction to an event or planned in advanced, and can run across any number of platforms, including social media, email, display, digital OOH, programmatic or mobile.

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact built

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The media execution delivers an innovative brand or product experience based on real-time triggers and contexts for the consumer.
- The role of channels has been clearly defined.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Data & analytics

Entries in this category should demonstrate excellence in the application of data and analytics above what approach the advertiser was previously engaged in. Entries in this category must demonstrate how a data led approach was innovative, insightful and delivered a positive, tangible business or brand result that exceeds what results would have been attained without that approach.

To view a great example of award winning data & analytics visit;

<https://www.mediafederation.org.au/mfa-awards/past-winners/item/1089-prospan-don-t-ignore-a-cough>

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact built

STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights driven through innovative use of data.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The entry outlines a distinct use of in-depth data and analytics in powering roles of channels, their behaviours and desired interactions with consumers, leading to return on investment.
- There was a clear benefit from data & analytics across each channel.
- The use of data and analytics is highly innovative, sophisticated and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Innovation in media

Entries in this category should look to demonstrate how they broke or challenged the conventions of media (channel or placement) and were able to unlock disproportionate brand or business results through successful deployment of that innovation. Entrants should outline how an original use of either a new or traditional media channel was able to successfully drive business or brand metrics. The activation can be a stand-alone idea or part of a larger campaign, but the impact must be isolated to the innovation.

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact built

STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The media execution is a truly innovative idea or approach which is breaking new ground for the category and/or broader industry.
- The media execution is innovative and original.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The entry clearly demonstrates that the activity was not part of a larger campaign or unduly impacted by other brand activity.
- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Technology

Entries in this category should demonstrate how the deployment of a technology-led solution has driven brand or business results. This technology can be related to a specific campaign/activation, or technology that has created continued business improvements either for a client or the agency. In either circumstance there must be a proven correlation between the use of that technology and any business results. The technology must have been deployed across the eligibility period with any results directly attributable across those timings.

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale
- There is a clear measurement framework built to quantify the impact

INSIGHT & STRATEGY (15%)

- There is a clear rationale for the source of business and target audience.
- There is a unique, well-substantiated insight or insights.
- The strategic approach is coherent, consistent and original.

EXECUTION (30%)

- The media execution is a truly innovative idea or approach, which leverages the use of technology.
- The role of technology and its link to media has been clearly defined.
- There is a direct relationship between the strategic recommendation and the media execution.

EFFECTIVENESS (50%)

- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



Bravery

Entries in this category need to show bravery in media and communication thinking and deployment. Judges will be looking for how and why the campaign broke the convention of the category/channel, what challenges they overcome and the demonstrable impact of that bravery in terms of brand or business effects. Work in this category can relate to bravery within a specific campaign or activation or how bravery has unlocked wider term results for a brand or agency.

Maximum word count – 1000

OBJECTIVE & PROBLEM (5%)

- There are specific marketing objectives and a distinct challenge for communications.
- A succinctly articulated problem that has been arrived at through a clear and logical rationale.
- There is a measurement framework designed to account for the uniquely brave approach.

STRATEGY (15%)

- There is a unique, well-substantiated insight or insights.
- The strategic approach is unexpected and unlikely to have been adopted by other brands in similar circumstances.
- There is a clear rationale for the need to adopt such a bold approach.

EXECUTION (30%)

- The media execution has a high degree of risk relative to what is typically embraced by brands in similar circumstances or categories.
- There is a clear rationale to justify the risk taking.
- It is a bold idea or approach which is breaking new ground for the category and/or broader industry.
- There is a direct link between the strategic recommendation and media execution.

EFFECTIVENESS (50%)

- The results achieved justify the degree of risk and bravery required.
- The campaign showed significant results for the client's brand and/or business, as benchmarked against client/category norms.
- Success has been delivered against the specific KPIs identified in the marketing objectives and communications challenge.
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. price, distribution, competitive activity).



2019 MFA AWARD CATEGORIES – PEOPLE & COMMUNITY

Agency Talent and Culture

Workplace culture plays a critical role in our industry by creating positive, high-performing agency environments. This category recognises outstanding forward thinking, proactive and impactful initiatives designed to enhance talent management and agency culture within media agencies.

Entries must demonstrate strategic thinking and execution that has contributed to agency performance or to address a specific talent management and culture issue. The initiative can be a stand-alone idea or part of a larger program. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s), strategic direction with a direct link to execution and results.

Maximum word count – 1200

Entrants may include additional testimonials from partners/clients - maximum 200 words

THE CONTEXT (20%)

This section should articulate the challenge the initiatives were designed to overcome and the specific objectives and measures of success. Challenges could be across any Talent and Culture area i.e. (but not restricted to) talent identification & retention, organizational strategy or structure, diversity, training & development, engagement & productivity, positive culture.

- What was the challenge that needed to be overcome
- What were the specific and measurable objectives that were set in response to these challenges and how do these link to business performance?

STRATEGY & EXECUTION (40%)

The entry should outline the approach and subsequent initiative the agency put in place to address the challenge. Topics to cover could include any of the following:

- An understanding of who the initiative was aimed to impact, and why it was required
- How is the initiative aligned to agency values/agency purpose/agency culture
- There is a direct link between the strategy and the execution
- How was this initiative unique to this agency?

RESULTS (40%)

The entry should demonstrate how the initiative has addressed the challenge, achieved the desired outcome and/or positively impacted on the business performance of the agency. Proof points could include:

- Evidence of improvements and outcomes identifiable as resulting from the program/initiative
- Stakeholder surveys conducted pre/post initiative
- Budget implications of initiatives i.e. cost savings/increased revenue as a result of the initiative
- Reporting on initiative results/testimonials
- Any other relevant results



Media partner

This category is designed to acknowledge overall ongoing excellence of Australia's media sales, data or technology partners. Entries should demonstrate excellence in the work, their vision for the company, staff development, company culture and collaboration with other partners including media agencies and clients. Entries should demonstrate the effectiveness of their approach and their commitment to enhancing the effectiveness of their partner's media activity.

Maximum word count – 1200

Entrants may include additional agency testimonials – maximum 200 words

PEOPLE (35%)

The entry should outline the initiatives and programs the company has put in place to build a positive, productive culture in the sales team, including any or all of the below:

- What are the desired company values and team culture?
- How does the company ensure employees live the team values?
- How does the company invest in the training and personal development of members of the sales team?
- Are there any other key initiatives which are unique to the company or team?
- What proof points does the team have to demonstrate the success of these initiatives e.g. employee satisfaction surveys?

PARTNERS (35%)

The entry should outline the companies' approach to collaborating with partners, including any or all of the below:

- What is the team's approach to producing market leading work?
- How does the company collaborate with agencies and advertisers to build positive, mutually beneficial relationships?
- How does the sales team provide value beyond responding to campaign briefs?
- How does the company and/or its employees contribute to the culture and development of the wider industry?
- How does the team positively differentiate itself from the competition?
- How do you ensure your results are measurable?
- What proof points does the team have to demonstrate the success of these initiatives e.g. Media i Survey, business performance etc

PRODUCT (30%)

The entrant should provide 2-3 examples of best practice work that has been produced by the sales team. This can include work that was executed on behalf of a media agency or client, as well as any major research or thought leadership projects.



Industry contribution

This award recognises the talent working in MFA member agencies and partners that have made a significant contribution to the media industry. The contribution can relate to any type of initiative whose ultimate purpose is to create positive change to the wider industry. These can range from ongoing, discrete projects with no industry profile through to more public or wider-scale initiatives.

Individuals must be nominated by a senior member from the agency/company. Those being recognised must have more than 5 years of experience in the Australian media industry. The written response must include testimonials from two members of the industry. The number of winners will be chosen at the discretion of the judging panel.

Maximum word count for written response – 1000
Additional 200 words permitted per testimonial

THE CONTRIBUTION (50%)

This section should outline the challenges or opportunities the individual has helped to identify and address; and the approach and initiatives put in place. Initiatives can be across any aspect of the industry e.g. tools, measurement, people and culture, finance, training, product etc.

- The entry outlines the specific challenges and/or opportunities that were identified
- The initiatives put in place were designed to make a positive contribution to the wider industry
- The individual consistently went above and beyond their 'day job' to make this contribution
- The individual demonstrates a long-term commitment to contributing to the wider industry

THE RESULTS (50%)

The entry should demonstrate how the individual has achieved the desired outcome and/or positively impacted the wider agency. Proof points could include:

- Evidence of improvements and outcomes identifiable as resulting from the program/initiative
- Industry engagement with the initiatives
- Stakeholder surveys conducted pre/post initiative
- Budget implications of initiatives i.e. cost savings/increased revenue as a result of the initiative
- Reporting on the initiatives and their outcomes
- Testimonials from industry members positively impacted
- Any other relevant results



Pro-bono / Cause marketing incentive – In recognition of Pam Lane

This award recognises the agencies, media owners and suppliers who are making the most significant contribution to supporting charities, fundraising appeals or other not-for-profit community initiatives. The entry must demonstrate how these charities benefited directly from the support e.g. financial support to fund research and resource; campaign strategy and execution on fundraising campaigns; or time spent by agency staff providing physical support. The entry may cover a single initiative or many. Innovation in media thinking can be included but is not mandatory.

All entry fees in this category along with \$10 from each Awards ticket sold will be donated to the charity of the winning entry post awards.

This award is open both media agencies, media owners and relevant partners.

Maximum word count – 1000

This category will not be allocated a weighted score against each criterion but each proposal will be evaluated in its entirety and consideration will be given to the following areas:

- Philosophy on pro bono and cause marketing opportunities
- How the initiative was selected
- The contribution personnel have made to initiative/initiatives
- Innovation of approach
- Demonstration of change in consumer and/or donor behavior as a result of agency contribution
- Whether this is a one-off agency activity or is an on going endeavour and encourages all staff participation

INSPIRATION X

This award recognises world-class content from 'younger' talent in their first 15 years in media. Successful entrants will present at the inaugural MFA EX Effectiveness Expo in October 2019. Entry is open to employees of MFA Member Agencies with less than 15 years' experience in the industry. Download the brief at www.mediafederation.org.au

NGEN

This award recognises excellence in strategic thinking, creativity, storytelling and media execution expertise, with entrants responding to a brief for a chosen charity.

Entry is open to registered members of NGEN with less than 5 years' experience who are currently working for a media communications agency or media industry supplier.

The 2019 brief is for the charity 'BackTrack'. The detailed brief will be shared in mid June. NGEN entry fees will be donated to BackTrack following the Awards.

Grand Prix

The Grand Prix is selected from the winners of the 'Outcomes' and 'Execution' categories. The winning entry represents a case study the judging committee has identified as world-class media thinking and effectiveness that sets a benchmark to inspire the wider industry.