



# THE MFA GUIDE

Everything you need to know  
about the media agency industry.



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**AWARD  
CASE  
STUDIES**

**Everything you need to know about the media agency industry.**

## MFA Awards

The goal of the MFA Awards is to find, celebrate and showcase the finest work Australia's media industry has produced. Work that commands the powerful energies of creativity and science to deliver tangible, long-lasting results for clients.

It is, after all, this unique mix of art and science, with technology and data as the new enabler of both, that powers the growing influence the media industry has on the Australian communication landscape.

The annual MFA Awards covers categories ranging from product categories to skill specific areas, such as a strategic launch, application of research, demonstration of results and many more.

These awards and the pinnacle award event for the industry in Australia, attracting **over 250 entries** across **14 categories** and **more than 110 judges** involved in the very rigorous judging process.

Many of the winning and shortlisted campaigns in the MFA Awards are also recognised in regional and global award programs, such as Cannes Media Lions and the Festival of Media.



*Previous MFA Awards winners can be found on:*



[www.mediafederation.org.au/mfa-events/mfa-awards](http://www.mediafederation.org.au/mfa-events/mfa-awards)