



## PRESS RELEASE

# 2024 MFA AWARDS FINALISTS ANNOUNCED, SHOWCASING INNOVATIVE MEDIA THINKING & EFFECTIVENESS

**3 June 2024:** Change-making campaigns for Telstra, FIFA, KFC, Sanofi, NRMA Insurance, Tennis Australia, ALDI and the Australian Government are among the many brands going head-to-head as finalists in the **2024 MFA Awards**, to be announced on 19 September.

This year's cohort of more than 100 judges consisted of close to 50% client CMOs – more than ever before – helping to bring a strong advertiser voice to the selection process. Collectively the judges looked for work that demonstrated effectiveness, long-term business growth and media agencies' industry purpose of We Are The Changers.

The winners were chosen by silent vote – meaning no one will know the results until the MFA Awards gala dinner in Sydney on 19 September. The list of finalists includes small and large agencies, local independents and multinationals, and a growing group of collaborative partners.

The judges commended this year's entries for displaying innovative solutions, brave execution and strong results for clients.

Naysla Edwards, VP Customer Marketing & Member Experience at American Express ANZ, said: "It has been a privilege and an honour to be a Signature Judge at this year's MFA Awards; I was wowed by the calibre of media thinking and the work that's gone into delivering clear and powerful entries. Phenomenal to see the focus across the media agency industry on how their efforts are driving tangible business growth, long-term impact and outstanding innovation. Congratulations to all the finalists!"

Nicole Smart, GM Group Media & Media Planning at Woolworths Group, added: "In judging the MFA Awards I felt proud of our industry peers and loved seeing media shine. We saw some truly inspiring work across a broad range of business categories, from brands both big and small – reinforcing the belief that customer insight, brilliant strategy and brave execution are equally important in achieving strong results. Well done to all who entered and congratulations to the finalists. It was not an easy decision!"

MFA CEO Sophie Madden said: "A big congratulations to the finalists of the 2024 MFA Awards for continuing to live up to our industry's We Are The Changers purpose. Each year, I am blown away by



the quality of strategic thinking, innovation and collaboration our members are delivering for their clients. I'd also like to thank our judges, who devote a huge amount of time to the significant task of identifying and awarding the most innovative and effective media thinking in Australia.”

The MFA Awards Grand Prix (presented by Seven), and awards for Industry Contribution, Hall of Fame and the NGEN Awards will also be announced at the MFA Awards gala dinner on Thursday 19 September 2024 at White Bay Cruise Terminal. The awards will follow on from the MFA EX conference. MFA EX will also be held in Melbourne on 5 September 2023.

The NGEN Award opens for entries on 25 June.

**The 2024 MFA Awards finalists are:**

## **OUTCOMES**

### **Brand Impact – Sponsored by Meta**

EssenceMediacom, Google Pixel Perspectives, Google – Collaborating partner: PHD Mediahub, Run Your Way, New Balance  
UM and TBWA, The SEEKret to turn plateau into growth, SEEK

### **Business Impact**

EssenceMediacom, KFC Modelled Menu, Yum!  
Foundation, Telfast Disrupts Its Way To #1, Sanofi  
Initiative and ARN, Win a Billboard, ARN Media – Collaborating partner: JCDecaux

### **Behaviour Change**

CulturalPulse, FIFA Women's World Cup 2023 Multicultural Fan Engagement, FIFA  
EssenceMediacom, Creating a Newspaper to Make Driving Safer, Queensland Government –  
Collaborating partner: The Betoota Advocate  
Initiative, Mental Fitness Gym, Gotcha4Life Foundation – Collaborating partner: Science Fiction  
OMD, Project Enigma, NSW Cancer Institute

### **Data-Led Activation**

Atomic 212°, Red Is The New Black, My Muscle Chef – Collaborating partner: Chello  
iProspect, Using Data to Beat the January Blues, Air New Zealand  
OMD, Project Enigma, NSW Cancer Institute  
Zenith Media Australia, How a Built-from-Scratch Data Set Won Christmas 2023, ALDI – Collaborating  
partner: BMF



### **Long Term Results**

Bohemia Group and M&C Saatchi, Unleashing Personality to Outgrow The Category, Yellow Tail –

Collaborating partner: Dig

PHD Australia, Getting the Australian Open to the Magic Million, Tennis Australia

Wavemaker, Maybelline Game-Changing Results, L’Oreal – Collaborating partners: HERO, Photoplay Films, Livewire

### **EXECUTION**

#### **Best Integrated Campaign**

Initiative, Daisy Jones & The Six on Tour, Prime Video – Collaborating partners: Mediabrands Content Studio, Nova, SCA, Spotify, Vevo

Initiative, Delivering Holiday Smiles, Amazon – Collaborating partners: Mediabrands Content Studio (MBCS), JCDecaux

Initiative, Taking Aussies back to ’07, Prime Video – Collaborating partners: ARE Media, Mediabrands Content Studio, Scentre Group, Snapchat, Spotify

OMD, SPF your deck, Dulux Group – Collaborating partner: Thinkbell Melbourne

PHD, Mountain Goat: Untamed Music, Asahi – Collaborating partner: Spotify

#### **Best Use of Small Budget <500K**

EssenceMediacom, Dogs and Pubs are Better Together, My Dog – Collaborating partner: The & Partnership

EssenceMediacom, Creating a Newspaper to Make Driving Safer, Queensland Government – Collaborating partner: The Betoota Advocate

Foundation, Lunar New Year, HSBC

UM, Did You Hear That?, Australian Government – Collaborating partner: Spotify

#### **Partnership Award**

EssenceMediacom, Creating a Newspaper to Make Driving Safer, Queensland Government – Collaborating partner: The Betoota Advocate

Foundation, Telfast and Seven: Disrupting our way to #1, Sanofi – Collaborating partner: Network Seven

Initiative, Insuring Indigenous Stories, IAG / NRMA Insurance – Collaborating partners: NITV, SBS

#### **Innovation**

CHEP, Climate Doctor’s Certificate, School Strike 4 Climate – Collaborating partners: Doctor Nick Abel and Doctor David Karoly

Foundation, Renewables Ad Engine, Sanofi Consumer Healthcare Australia – Collaborating partner: Adylic OMD Create, Free Calls to Santa, Telstra – Collaborating partners: OMD, fullstop.ai, The Monkeys

Wavemaker, Salon Brilliance, Henkel (Schwarzkopf) – Collaborating partners: Goat, Hogarth, Connecting Plots



### **Best Content Amplification Strategy**

EssenceMediacom, Creating a Newspaper to Make Driving Safer, Queensland Government –

Collaborating partner: The Betoota Advocate

Initiative, Taking Aussies back to '07, Prime Video – Collaborating partners: ARE Media, Mediabrands Content Studio, Scentre Group, Snapchat, Spotify

Principle Media Group, Healthy Minds Campaign 2024, Swisse – Collaborating partner: Traffik Creative

### **ESG Campaign – Sponsored by SBS**

EssenceMediacom, Cinema for ALL, Mable – Collaborating partner: Val Morgan

Initiative, Empower With Flowers, Prime Video – Collaborating partner: Mediabrands Content Studio

Wavemaker and GroupM, The Power of Search, Black Dog Institute – Collaborating partners: Google, Reddit, Folk Agency

### **Media for Good**

GroupM and Wavemaker, The Power of Search, Black Dog Institute – Collaborating partners: Google, Reddit, Folk Agency

Foundation, Renewables Ad Engine, Sanofi Consumer Healthcare Australia – Collaborating partner: Adylic

## **PEOPLE & CULTURE**

### **Pro Bono/Cause Marketing Incentive (In recognition of Pam Lane)**

CHEP Network, Climate Doctor's Certificate, School Strike 4 Climate – Collaborating partners: Doctor Nick Abel and Doctor David Karoly

EssenceMediacom, Putting an End to Childhood Bullying, Dollys Dream – Collaborating partner: The Open Arms

Initiative, Mental Fitness Gym, Gotcha4Life Foundation – Collaborating partner: Science Fiction

Mindshare, The Great Reef Census, Citizens Of The Great Barrier Reef – Collaborating partner: ReThink Everything

### **Agency Talent & Culture (<100)**

Dentsu QLD

The Media Store

This Is Flow

### **Agency Talent & Culture (>100)**

Atomic 212°

Initiative



## **CHANNEL EXCELLENCE**

### **Best Use of Screens**

Initiative and Kinesso, Wonder, Goodman Fielder – Collaborating partners: Flybuys, Channel 9, Channel 7, SBS  
Match & Wood, The Bedroom Binge, Snooze

### **Best Use of Technology**

Foundation, Renewables Ad Engine, Sanofi Consumer Healthcare Australia – Collaborating partner: Adylic  
OMD Create, Free Calls to Santa, Telstra – Collaborating partners: OMD, fullstop.ai, The Monkeys

### **Best Use of Audio**

PHD, Mountain Goat: Untamed Music, Asahi – Collaborating partner: Spotify  
UM, Did You Hear That?, Australian Government – Collaborating partner: Spotify

### **Best Use of Outdoor – Sponsored by OMA**

Initiative and ARN, Win a Billboard, ARN Media – Collaborating partners: JCDecaux  
Initiative, Delivering Holiday Smiles, Amazon – Collaborating partners: Mediabrands Content Studio (MBCS), JCDecaux  
UM, Guinness Brewery of Meteorology, Lion – Collaborating partners: JCDecaux, Thinkerbell  
UM, XXXX Gold Pride in your Origin, Lion – Collaborating partners: JCDecaux, Thinkerbell

### **Best Use of Performance Media**

Initiative and Kinesso, Wonder, Goodman Fielder – Collaborating partners: Flybuys, Channel 9, Channel 7, SBS  
Intender, Lighting the way with Integrated Media, EnergyAustralia  
iProspect, Nailed It, L'Oréal ANZ  
OMD, Performance Value Engine, Telstra

### **Best Use of Events and Experiential**

EssenceMediacom, Google Pixel Perspectives, Google – Collaborating partner: PHD  
PHD, Scrum Saga, Asahi Beverages – Collaborating partners: DRUM, Pedestrian Group

**The 2024 MFA Awards sponsors are:**

**Grand Prix Sponsor:** Seven Network

**Platinum Sponsors:** Meta, Outdoor Media Association, SBS

**Gold Sponsors:** Ad Standards, Foxtel Media, News Corp Australia, OzTAM

Tickets are on sale via the [MFA website](#).



**For more information, please contact:**

Andrea Sophocleous

T: 0431 98 94 99

E: [andrea.sophocleous@gmail.com](mailto:andrea.sophocleous@gmail.com)

**About the MFA**

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.