



PRESS RELEASE

INNOVATIVE & EFFECTIVE MEDIA CAMPAIGNS CROWNED AT 25TH MFA AWARDS

20 September 2024: Santa brought a bit of magic to the **25th MFA Awards** as Telstra's innovative 'Free Calls to Santa' campaign by OMD Create won the prestigious Grand Prix, with Google, KFC, L'Oréal, Goodman Fielder, ALDI, Sanofi, NRMA Insurance, Black Dog Institute and more also taking to the stage as winners at last night's black tie gala dinner in Sydney.

The MFA Awards celebrate the most effective and impactful work created by media agencies, demonstrating the industry's purpose of We Are The Changers.

In addition to OMD Create, agencies recognised for their work were EssenceMediacom, Initiative, Wavemaker, Kinesso, UM Australia, Zenith Media, Hearts & Science and Atomic 212.

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

Industry giant Harold Mitchell was posthumously inducted into the MFA Hall of Fame, recognising his contribution and legacy in helping to build the media agency industry in Australia.

Also recognised with the MFA Industry Contribution honour was Sophie Price, Chief Strategy Officer of EssenceMediacom, for her pivotal role in leading the strategic development of the industry's widely adopted We Are The Changers purpose.

MFA CEO Sophie Madden said: "Celebrating the 25th anniversary of the MFA Awards is an important milestone and a valuable reminder of our impact as an industry of Changers. The finalists and winners of the MFA Awards represent the very best of change-making media thinking and effectiveness, and set the bar high for the standard of work being produced by Australian media agencies.

"Congratulations to all the worthy winners and heartfelt thanks to the MFA Awards Steering Committee and our judges, who generously devote a huge amount of their valuable time to the significant task of identifying and awarding media excellence."



The 2024 MFA Awards winners are:

Grand Prix – Sponsored by Seven

OMD Create, Free Calls to Santa, Telstra – Collaborating partners: OMD, fullstop.ai, The Monkeys

OUTCOMES

Brand Impact – Sponsored by Meta

EssenceMediacom, Google Pixel Perspectives, Google – Collaborating partner: PHD

Business Impact

EssenceMediacom, KFC Modelled Menu, Yum!

Behaviour Change

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

Best Data-Led Activation

Zenith Media Australia, How a Built-from-Scratch Data Set Won Christmas 2023, ALDI – Collaborating partner: BMF

Best Long Term Results

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

EXECUTION

Best Integrated Campaign

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

Best Use of Small Budget <500K

UM, Did You Hear That?, Australian Government Department of Health & Aged Care – Collaborating partner: Spotify

Partnership Award

Initiative, Going Beyond 3%: Insuring Indigenous Stories, IAG / NRMA Insurance – Collaborating partners: NITV, SBS

Innovation Award

OMD Create, Free Calls to Santa, Telstra – Collaborating partners: OMD, fullstop.ai, The Monkeys



Best Content Amplification Strategy

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

ESG Campaign – Sponsored by SBS

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

Media for Good

Hearts & Science, Renewables Ad Engine, Sanofi Consumer Healthcare Australia – Collaborating partner: Adylic

CHANNEL EXCELLENCE

Best Use of Screens

Initiative and Kinesso, Wonder: Turning BVOD from Brand Builder into Brand Seller, Goodman Fielder – Collaborating partners: Flybuys, Channel 9, Channel 7, SBS

Best Use of Technology

OMD Create, Free Calls to Santa, Telstra – Collaborating partners: OMD, fullstop.ai, The Monkeys

Best Use of Audio

UM, Did You Hear That?, Australian Government Department of Health & Aged Care – Collaborating partner: Spotify

Best Use of Outdoor – Sponsored by OMA

Initiative and ARN, Win a Billboard, ARN Media – Collaborating partner: JCDecaux

Best Use of Performance Media

OMD, Performance ValueEngine, Telstra

Best Use of Events and Experiential

EssenceMediacom, Google Pixel Perspectives, Google – Collaborating partner: PHD

PEOPLE & CULTURE

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

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

Agency Talent & Culture (<100)

This Is Flow



Agency Talent & Culture (>100)

Atomic 212°

NGEN Award

Marcus Billingham-Yuen and Angelina Das, News Corp Australia

Industry Contribution

Sophie Price, Chief Strategy Officer, EssenceMediacom

Hall of Fame

Harold Mitchell

The 2024 MFA Awards sponsors are:

Grand Prix Sponsor: Seven

Platinum Sponsors: Meta, Outdoor Media Association, SBS

Gold Sponsors: Ad Standards, Cartology, Foxtel Media, News Corp Australia, Nine, OzTAM, YouTube

Silver Sponsors: Commercial Radio & Audio, LinkedIn, Polite Playground

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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.