

GRAND PRIX SPONSOR



mfa
awards
— 2025 —

CALL FOR ENTRY

The MFA Awards are the pre-eminent Awards program in the media communications industry in Australia. For twenty six years, these Awards have been highlighting the value that the media agency industry contributes to clients' businesses and demonstrating that We Are The Changers.

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The MFA Awards showcase the finest thinking and solutions in media practice that have contributed to successful, results-driven advertising campaigns and/or have influenced long-lasting change. They provide a platform to inspire and educate the media industry to deliver world class effectiveness.



2025 AWARD CATEGORIES

Outcomes

- Brand Impact
- Business Impact
- Behaviour Change
- Data-led Activation
- Long-term Results

Execution

- Integrated Campaign
- Use of Small Budget <\$500K
- Partnership Award
- Innovation
- Content Amplification Strategy
- ESG Campaign
- Industry Change Program

People and Culture

- Pro-bono / Cause Marketing Incentive
In Recognition of Pam Lane
- Agency Talent & Culture
(<100 people)
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(<100 people)

Channel Excellence

- Best use of Screens
- Best Use of Search
- Best use of Social
- Best use of Audio
- Best use of Outdoor
- Best use of Retailer Owned Media
- Best use of Events or Experiential

Grand Prix

The Grand Prix is selected from the 'Outcomes' and 'Execution' category winners.
Sponsored by Seven

ENTRY DEADLINES

EARLY BIRD ENTRIES

Close at 5pm on April 17

STANDARD ENTRIES

Close at 5pm on May 2

ELIGIBILITY

ALL CATEGORIES

1st January 2024 to 31st March 2025.

LONG-TERM RESULTS

1st January 2023 to 31st March 2025.

Media owners are eligible to enter all categories (excluding agency talent and culture) where it is an internal initiative or a campaign run with a direct client. Where an agency partner is involved, it must be entered in partnership.

ENTRY FEES

MEMBER & SPONSOR RATES

Early bird \$517.00 incl GST (*exp April 17*)

Standard \$557.00 incl GST

PRO BONO

Early Bird \$120.00 incl GST (*exp April 17*)

Standard \$150.00 incl GST

NON-MEMBER

Non-member \$1,000.00 incl GST

To view categories and criteria descriptions, terms and conditions, FAQs and see case studies from previous winners visit;

MEDIAFEDERATION.ORG.AU

Please direct any queries to hello@rareproductions.com.au