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mfa
awards
— 2025 —

CATEGORIES AND
CRITERIA

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MFA AWARDS

In our industry, we have the great privilege of being The Changers. We influence people, culture, business and the economy. We understand who to speak to, when to speak to them, where to speak to them and how.

The Media Federation of Australia Awards continue to be the pre-eminent Awards program in the media communications industry in Australia. For twenty-five years these Awards have been highlighting the value that the media agency industry contributes to clients' businesses and demonstrating that We Are The Changers.

The 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. The criteria for each category has evolved to better highlight that unique role, and acknowledge the supporting role of other agencies and partners in the delivery.

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 have the opportunity to submit questions for clarification or request additional data from entrants as part of the judging process.

Thank you for your support of the MFA Awards. They play a valuable role in helping our industry and people continue to grow and flourish as valued, influential Changers.

ELIGIBILITY PERIOD

All Entries - The eligibility period for entries is 1st January 2024 to 31st March 2025 i.e. campaigns/ activity must have been live at some stage during this period.

Long Term Results - The eligibility period for the Long-term Results category is 2 years and 3 months i.e. from 1st January 2023 to 31st March 2025.

To view the 2024 finalists and winners, [click here](#).

To view the 2023 finalists and winners, [click here](#).

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.

Note, the NGEN Award category will open for entries later this year.



2025 CATEGORIES

Outcomes

This is work that proves the real and measurable impact best practice media can have on commercials and culture. Judges will prioritise effective execution and demonstrable business and/or cultural impact.

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

Execution

This is work that celebrates best practice integrated media planning. How the industry is evolving its practices to create new ways to connect, engage and retain attention and deliver impactful results. Judges will prioritise connected, data-led and innovative media planning with demonstrable business and/or cultural impact.

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

Channel Excellence

This is work that celebrates individual channel excellence. Understanding how to maximise the impact of every single touchpoint is critical to effective media planning. Judges will prioritise innovation in planning and activation and effective media, culture and/or business impacts.

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

People & Culture

This is work that celebrates the positive impact agencies are having on the industry and broader culture. Judges will prioritise progressive solutions and innovative ideas that evolve how we as an industry embody 'We are The Changers'.

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





5 WAYS TO CURATE A SUCCESSFUL ENTRY

Why this work is relevant for media?	Objectives & Problem	Insight & Strategy	Idea & Execution	Effectiveness
N/A	10%	20% - 30%	30% - 40%	30%-40%
<p>This is not scored, but don't under estimate its importance!</p> <p>TIPS Clearly identify the role that media played in the entry.</p> <p>Think about what the media industry can learn from this case study - why is it unique worthy of stopping the judges in their tracks.</p>	<p>TIPS Succinctly reference the business/brand context that gave rise to the problem you are solving</p> <p>Ensure that the objectives are quantifiable and you have a measurement framework otherwise, the judges won't be able to assess the effectiveness of your work.</p> <p>Help the judges understand the scale of the challenge.</p>	<p>TIPS Don't just describe the audience, describe why they're a source of growth (including data points).</p> <p>Your insight is ideally an 'a-ha' moment. You want to make the judge think <i>"I wish I'd thought of that!"</i></p> <p>The insight should be directional and help land the strategy and ultimately the idea.</p>	<p>TIPS For most categories judges will be looking for a unifying media idea that comes directly off the insight/strategy - show how this idea directs both the media channel selection and execution (judges will be looking for that nice linkage).</p> <p>Try to focus on the innovative parts of the execution and not the BAU elements.</p> <p>Highlight executional elements relevant to the category you're entering.</p> <p>If the execution was hard to pull off, don't be shy of telling the judges that!</p>	<p>TIPS Link back the results to the quantifiable objectives you set out so judges understand the scale of the impact .</p> <p>Put the results into context (eg YOY or vs competitors).</p> <p>Ensure the results link back to the category you are entering i.e. brand impact vs commercial impact vs media impact.</p> <p>Where possible you can use modelling to prove the effectiveness of your work.</p> <p>Don't forget to discount other variables that may have had an impact on the results (pricing, competitive activity, seasonality, NPD etc).</p>





BRAND IMPACT

Entries in this category must demonstrate how media and communications have created a significant and measurable change in key brand metrics. Judges will be looking for media work that significantly impacted metrics such as brand awareness, consideration, preference, attitudes, and emotions or establishing new brand associations. The winning entry will have effectively demonstrated a direct relationship between media strategy and activation with the relevant brand or equity metrics, relative to category and client benchmarks and overall market context.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the **role of media** in delivering brand outcomes.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying media idea that informs the media execution.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% | 300 WORDS)

- Success has been delivered against 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 media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BUSINESS IMPACT

Entries in this category must demonstrate a significant commercial impact across the judging period. Judges are looking for demonstrable contribution of media strategy and activation in achieving business results and/or influencing change. Measures can include sales, increasing market share, profitability, retention or reducing price sensitivity etc. The winning entry will have generated a significant commercial return relative to benchmarks and the market context.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the **role of media** in delivering commercial outcomes.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive **business challenge**.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying media idea that informs the media execution.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% | 300 WORDS)

- Success has been delivered against brand KPIs identified in the business objectives and communications challenge.
 - The campaign has delivered a degree of scale of business impact that far surpasses both client and category norms.
 - The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEHAVIOUR CHANGE

Entries in this category must demonstrate how media has significantly changed consumer behaviour or actions, for example through new habit formation or new action. Judges will be looking for evidence of a clear and demonstrable change in consumer behaviour across the short or the long term. The winning entry will have effectively isolated media's impact on the behavioural changes created.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the **role of media** in delivering behavioural change.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A clear **behavioural challenge** and strategic role for communications.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and original behaviour change strategic approach
- Existing or new evidence based **behaviour change** theory has been applied.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying media idea that informs the media execution.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% | 300 WORDS)

- Success against specific behaviour change KPIs identified.
- The campaign has delivered a degree of scale of **behaviour change** that far surpasses both client and category norms. Special consideration will be given to tangible evidence of actual behaviour change however acknowledging this data can take years/be sparse intent-to-change metrics, effectively benchmarked, are also acceptable.
- The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





DATA LED ACTIVATION

Entries must demonstrate excellence in the application of data and/or analytics above and beyond the advertiser's prior approach. Judges will be looking for data-led approaches that were innovative, insightful, and effective in delivering tangible business results that exceed what otherwise would have been attained. Examples include, but are not limited to, use of programmatic, real-time marketing, econometric modelling, and data-informed traditional media planning etc. The winning entry will have harnessed data in original ways to deliver significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the **role of data** in delivering outcomes for the client.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (10% | 200 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

EXECUTION (30% | 350 WORDS)

- Applied data in an original and effective way to unlock new opportunities.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (50% | 300 WORDS)

- Success has been delivered against 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 use of data demonstrably contributed to results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





LONG TERM RESULTS

Entries must demonstrate a significant and enduring commercial impact after 18 months, achieving long-lasting change for the client's brand. These can encompass one campaign, a business portfolio or how results have been delivered throughout the full contract. Judges will be looking for evidence of media's impact on delivering significant commercial return relative to benchmarks and the market context. The winning entry will have delivered a clear, connected and consistent media approach across multiple years (18+ months) delivering cumulative commercial return and/or behavioural change impacts.

Campaigns must have been active in-market after 1st January 2023 and results data available for a minimum of 18 months. MFA entries from previous years can be entered into this category if they meet time frame requirements.

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of media in delivering outcomes for the client.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

FOUNDATIONAL BUSINESS CONTEXT (20% | 200 WORDS)

- An overarching long-term business, brand and/or marketing challenge and quantifiable KPIs.
- Clear identification of the problem and/or opportunity that informs the action taken by the agency (e.g., long-term campaign strategy development, digital transformation, establishment of new partnerships, ways of working etc).
- Measures of success have been clearly defined by each stage/interval of the project with clear benchmarks and milestones.

PARTNERSHIP JOURNEY AND APPROACH (30% | 400 WORDS)

- A coherent and well-argued strategic approach that addresses the foundational business context.
- The strategic approach was applied consistently over the period covered.
- A unique approach to the roadmap and/or initiatives developed.
- Outlining and acknowledging barriers or roadblocks which emerged along the way were overcome effectively and efficiently.
- Stakeholders were taken on the journey in a way that contributed to success.

THE CURRENT BUSINESS CONTEXT / IMPACT (50% | 450 WORDS)

- 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.
- The approach delivered significant commercial impact for a period of 18 months or more, as benchmarked against client and/category norms.
- The results are clearly due to the approach the agency put in place as a business partner, after other influencing factors have been discounted (e.g. long-term consumer trends, price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

INTEGRATED CAMPAIGN

Entries must demonstrate how the complementary and connected combination of two or more platforms, such as mobile, OOH, social media, gaming, technology, TV, cinema, radio, print or other mediums delivered impact far greater than use of a single channel. Judges will be looking at campaigns that effectively use various mediums in a creative and connected ecosystem to elevate a marketing/media idea to achieved outstanding results. The winning entry will have shown clear consideration into the role, synergies and performance of each channel used in delivering significant commercial or change impact.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of media in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying media idea that informs the media approach.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% | 250 WORDS)

- Success has been delivered against 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 media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

USE OF A SMALL BUDGET <\$500K

Entries must demonstrate how “small budgets” (<\$500,000) were effectively used to deliver strong impact. Importantly, this pertains to using a “small budget” effectively in its own right and not simply a proportion of a larger budget. Judges are looking for innovative, intelligent and creative application of media to create disproportionate impact relative to category, client and market benchmarks. The winning entry will have shown clear understanding of consumer behaviour and/or use of media innovation unlocked inflated commercial or change impacts.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of media in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying media idea that informs the media approach.
- The role of channels and tactics are clearly defined.
- The media execution is innovative and original.

IMPACT & EFFECTIVENESS (40% | 250 WORDS)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge. Special consideration will be given to the scale of impact relative to the budget size.
 - The campaign has delivered a degree of scale of brand impact that far surpasses both client and category norms.
 - The media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

PARTNERSHIP AWARD

Entries must demonstrate how a joint partnership resulted in a demonstrable business impact and influence change. Partnerships can be both commercial (paid media) and non-commercial (co-branded activations). Judges will be looking for evidence of deep collaboration and mutual benefit delivery for all parties. The winning entry will have delivered work and results not possible without joint contribution.

Joint entries are encouraged. View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly Articulate the role of the partnership in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A unique, well-substantiated and directional insight.
- A clear role for the partnership and rationale for partner selection.
- A coherent, compelling and connected strategic approach to maximise the business and/or cultural impact of the partnership.

IDEA & EXECUTION (30% | 350 WORDS)

- Overview of the partnership activation and how it delivered to the strategy.
- Mutual benefit evident for partners and evidence of deep collaboration.
- Evidence the partnership elevated what could be delivered in isolation.

IMPACT & EFFECTIVENESS (40% | 250 WORDS)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
- The use of partnerships delivered a degree of scale of brand impact that far surpasses both client and category norms.
- The partnership demonstrably contributed to results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

INNOVATION

Entries in this category should look to demonstrate how they adopted a brave, change-making approach to break or challenge the conventions of media (channel, placement, or execution). The Innovation can be a stand-alone idea or part of a larger campaign, but the impact must be isolated to the innovation. Crucially we are looking for evidence of a strong rationale for the innovation, with the quality of the insight and execution being key to a successful entry.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the innovation and why it was a step change for the brand and the industry.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (30% | 300 WORDS)

- A clear rationale for the innovation, outlining why it was necessary (and not just innovation for the sake of it).
- A unique, well-substantiated and directional insight.
- A coherent, compelling and connected strategic approach that highlights the role for innovation

IDEA & EXECUTION (40% | 350 WORDS)

- The media execution is a truly innovative idea or approach which broke new ground.
- The innovation was brave and took a leap into the unknown.
- The agency/client overcame significant challenges to make it happen.

IMPACT & EFFECTIVENESS (20% | 200 WORDS)

- Success has been delivered against brand KPIs identified in the marketing objectives and communications challenge.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

CONTENT AMPLIFICATION STRATEGY

Entries must demonstrate how a content piece or program (created by the agency, a partner, or their client) has successfully been amplified through media, resulting 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. Judges are looking for evidence of content originality, the media agency's role in co-creating or informing the content, and critically, innovative and/or intelligent distribution strategies. The winning entry will have shown how the content created and deployed resulted in measurable results for the client's brand.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the **role of the media agency** in the content strategy, and which party was responsible for creation.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 150 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (20% | 200 WORDS)

- A strong rationale for the need for content and type of content required.
- A unique, well-substantiated and directional insight.
- A coherent and compelling content creation and amplification strategy.

IDEA & EXECUTION (30% | 350 WORDS)

- A unifying idea that unlocks original, relevant and engaging content.
- An innovative/intelligent execution of the amplification strategy, with role of channels, partners and tactics clearly defined.
- Evidence of content success (viewership, engagement, talkability etc).

IMPACT & EFFECTIVENESS (40% | 250 WORDS)

- Success has been delivered against 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 media strategy and execution have demonstrably contributed to the results, after other influencing factors have been discounted (e.g. price, distribution, competitive activity and/or broader marketing activity from the brand/parent company that could benefit the results achieved).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

ESG CAMPAIGN

Entries in this category must demonstrate how a media-led idea or initiative (on behalf of a brand or business) has positively influenced the environment and/or society through greater sustainability, governance, diversity, equity, or inclusion. Entrants need to provide evidence that they have understood what shifts consumer behaviour, and responded with a media led campaign idea or initiative to create meaningful change. Examples include positively impacting a climate initiative, the rights/community engagement with First Nations people, a disadvantaged community, health and safety, equality, privacy, or data security. Entries will need to clearly articulate the role the media agency played in the design and development of these activities for clients. Entrants may include additional testimonials from partners/clients - maximum 200 words. View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of media in this ESG initiative/campaign/idea
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 200 WORDS)

- Background & brief.
- A succinctly articulated and distinctive marketing challenge.
- Quantifiable marketing objectives and measurement framework.

INSIGHT & STRATEGY (25% | 200 WORDS)

- There is a clear rationale for the opportunity and target audience definition.
- There is a unique, well-substantiated insight in relation to audience behaviour.
- The strategy is coherent, consistent, and original.

EXECUTION (25% | 200 WORDS)

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

EFFECTIVENESS (40% | 300 WORDS)

- Success has been delivered based on specific environmental or societal shifts in behaviour; changed attitudes towards an organisation/issue; or a positive impact on their bottom line.
- The campaign has delivered a degree of impact that stands out amongst like activities
- The results are clearly due to the media strategy and execution, after other influencing factors have been discounted (e.g. existing behaviour shifts, complementary initiatives, significant investment increases)

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





EXECUTION

INDUSTRY CHANGE PROGRAM

Entries in this category must demonstrate how a media-led initiative or program (created by an agency/group and applied to one or more clients) has positively influenced the environment and/or society through greater sustainability, governance, diversity, equity, or inclusion.

This category has been set up to encourage the industry to create solutions that drive scaled positive impact in culture through the responsible activation of media. Examples include (but are not limited to); combatting ad fraud, implementing ethical ai, reducing media wastage, lowering environmental impact, making media a safer place for children, creating inclusive media experiences etc. Judges will be looking for original ideas that overcome a clear cultural and/or industry harm; these can be enduring or emerging. The winning entry will have delivered a real 'step change' in the responsible activation of media and inspire other agencies to adopt.

View past winners [here](#).

INDUSTRY & CULTURAL CONTEXT (10% | 200 WORDS)

- Clearly outline the cultural context that inspired the change.
- A succinctly articulated and clear challenge for the business.
- Specify critical objectives and measurement framework.

STRATEGY & EXECUTION (50% | 500 WORDS)

- A new, original and robust strategy to solve for the challenge.
- Direct connection between the strategy and the change delivered.
- Clear articulation of who it was designed to create a positive impact for.
- A 'step change' solution that inspires and informs broader industry adoption.

IMPACT & EFFECTIVENESS (40% | 300 WORDS)

- Clear evidence of success/impact, measured against critical KPIs.
- Delivered a degree of impact that stands out amongst like activities.
- Results are clearly due to the media, after other influencing factors have been discounted (e.g. existing behaviour shifts, complementary initiatives, significant investment increases).

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.



BEST USE OF SCREENS

Entries must demonstrate innovative and effective activation of screen media, including, but not limited to, the use of FTA, STV, streaming (eg Netflix, Prime Video, Kayo, Binge etc), YouTube, programmatic video, cinema etc. Judges will be looking at work that demonstrates new and effective best practice and/or leverages channel innovations to deliver impact and results. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of screens in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day screen brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for screens.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of screens is innovative, original and effective.
- Role of individual screens and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Strong media metrics - reach, attention, engagement, conversion etc.
 - Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF SOCIAL

Entries must demonstrate innovative and effective activation of social media, including, but not limited to, use of creators, platform innovation, organic, sponsored and paid-for content, blogs, social video, community management and social performance marketing etc. Judges will be looking for best practice examples of social content, engagement and/or full-funnel social strategies that deliver results only social media could have achieved. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of social in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day social brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for social.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of social is innovative, original and effective.
- Role of individual social and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Strong media metrics - reach, attention, engagement, conversion etc.
- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
- The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF SEARCH

Entries must demonstrate innovative and effective search strategies, including, but not limited to, use of paid and/or organic search, e-commerce (e.g. Amazon, Citrus), AI platforms and features. Judges will be looking for work that demonstrates best practice, innovative solutions, application of platform innovations and/or audience targeting strategies that elevate performance. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category and/or client benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of search in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day search brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for search.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of search is innovative, original and effective.
- Role of individual search tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the search strategy.

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Quantifiable media metrics - visibility, conversion, revenue, engagement, conversion etc.
 - Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered an outcome and/or impact that surpasses the intended objectives and KPI's
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF AUDIO

Entries must demonstrate innovative and effective activation of audio, including, but not limited to, the use of linear or digital radio, podcasts, streaming platforms (e.g. Spotify, iHeart, Listnr), audiobooks or conversational interfaces (e.g. Amazon Alexa, Google Home etc). Judges will be looking for work that demonstrates innovation, creativity, planning and the business results achieved through the campaign. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of audio in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day audio brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for audio.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of audio is innovative, original and effective.
- Role of individual audio platforms and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Strong media metrics – reach, attention, engagement, conversion etc.
 - Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF OUTDOOR

Entries must demonstrate innovative and effective activation of out-of-home media, including, but not limited to, digital and static billboards, street furniture, posters, murals and transit etc. Judges will be looking for work that demonstrates how out-of-home delivered on client objectives, showcased impact, innovation, creativity, interaction, and overall excellence in the medium. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of out-of-home in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day out-of-home brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for out-of-home.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of out-of-home is innovative, original and effective.
- Role of individual formats and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Strong media metrics – reach, attention, engagement, conversion etc.
 - Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF RETAILER OWNED MEDIA

Entries must demonstrate innovative and effective activation of retailer owned media, including (but not limited to), in-store, e-commerce (e.g. Amazon, Citrus), marketplaces, promotions and special events, etc. Judges will be looking for work that demonstrates best practice examples of retailer media activation and how it influenced significant sales uplifts. The winning entry will have delivered an original solution that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of retailer media in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day retailer media brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for retailer media.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of retailer owned media is innovative, original and effective.
- Role of individual retailer media platforms and/or tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the execution(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





BEST USE OF EVENTS OR EXPERIENTIAL

Entries must demonstrate innovative and effective activation of events or experiential, including, but not limited to, activations, sport sponsorships, pop-ups, stunts, guerrilla marketing, projections, ambient media, installations, transit/building wraps, digital simulations and virtual events etc. Judges will be looking for experiences that engage, reward, interact with and/or convert customers effectively. The winning entry will have delivered an original experience that unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

View past winners [here](#).

WHY THIS WORK IS RELEVANT FOR MEDIA? (100 WORDS)

- Clearly articulate the role of events or experiential in building or enhancing the campaign.
- Outline what elevates this work beyond day-to-day brilliance.
- Share key outtakes from this work the industry can learn from.

OBJECTIVE & PROBLEM (10% | 100 WORDS)

- Background & brief.
- A succinct and distinctive marketing/communications challenge.
- Quantifiable campaign objectives and measurement framework.

INSIGHT & STRATEGY (20% | 150 WORDS)

- A strong rationale for the source of brand growth and/or audience definition.
- A unique, well-substantiated and directional insight.
- A coherent and compelling strategy that outlines the unique role for events or experiential activations.

IDEA & EXECUTION (40% | 450 WORDS)

- The use of events or experiences is innovative, original and effective.
- Role of individual elements and tactics clearly articulated and 'on strategy'.
- Insight into the rigour and logistics in the activation of the experience(s).

IMPACT & EFFECTIVENESS (30% | 200 WORDS)

- Strong media metrics - *reach, attention, engagement, conversion etc.*
 - Clear evidence of impact against KPIs identified in the marketing objectives and communications challenge.
 - The execution(s) delivered a degree of scale of brand and/or change impact that far surpasses channel, client and category norms.
-

SOURCES (100 WORDS)

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mfa
awards



PEOPLE AND CULTURE

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.

Entries must demonstrate how charities or not-for-profit community organisations benefited directly from the support of media agency work, 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. Judges will be looking for evidence of leadership and depth of commitment to the campaign/cause. The winning entry will have unlocked significant impact and/or ROI relative to category, client and/or change benchmarks.

Note: This category will not be allocated a weighted score against each criteria, but the 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.
- The uniqueness of the approach.
- Demonstration of change in consumer and/or donor behaviour as a result of agency contribution.
- Whether this is a one-off agency activity or is an ongoing endeavour and encourages all staff participation.

View past winners [here](#).





PEOPLE AND CULTURE

AGENCY TALENT & CULTURE (<100 PEOPLE)

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 strategies 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 specific talent management and culture issues. This includes, but is not limited to, talent identification & retention, organisational strategy or structure, diversity, training & development, engagement & productivity, positive culture etc. Judges will be looking for a coherent story, with a clearly defined challenge, insight(s) and strategic direction that directly links to execution and results/impact. The winning entry will have unlocked significant impact relative to industry, agency or cultural benchmarks.

Open to agencies with less than 100 employees.

View past winners [here](#).

INDUSTRY & CULTURAL CONTEXT (20% | 250 WORDS)

- Industry and cultural context that sparked the need to change.
- A clear, well-articulated challenge to be overcome.
- Specific and measurable objectives, linked to business performance.

STRATEGY & EXECUTION (40% | 500 WORDS)

- A new, original and robust strategy to solve for the challenge.
- Direct connection between the strategy and the program/initiatives.
- Clear articulation of who it was designed to create positive impact for.
- Link between the program/initiatives and agency values, purpose or culture.

IMPACT (40% | 300 WORDS)

- Evidence of improvements and outcomes from the program/initiatives.
 - Stakeholder surveys conducted pre/post implementation.
 - Business impact of program/initiatives; cost savings, increased revenue, etc.
-

REFERENCES (200 WORDS)

- Please provide 2-3 testimonials from employees/partners/clients.
-

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





PEOPLE AND CULTURE

AGENCY TALENT & CULTURE (>100 PEOPLE)

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Open to agencies with more than 100 employees.

View past winners [here](#).

INDUSTRY & CULTURAL CONTEXT (20% | 250 WORDS)

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- A clear, well-articulated challenge to be overcome.
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- Stakeholder surveys conducted pre/post implementation.
- Business impact of program/initiatives; cost savings, increased revenue, etc.

REFERENCES (200 WORDS)

- Please provide 2-3 testimonials from employees/partners/clients.

SOURCES (100 WORDS)

- Please provide sources for all statistics and claims included throughout.
- Ensure all sources are appropriately numbered and can be easily identified.





mfa awards



PEOPLE AND CULTURE

NGEN



The NGEN award celebrates our industry's future Changers and 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 2025 brief will be available in June.

GRAND PRIX

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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, with evidence of innovation and effectiveness that sets a benchmark to inspire the wider industry.

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