

# PRESS RELEASE

# WINNERS SHINE AT 2022 MFA AWARDS, SUNCORP TAKES OUT GRAND PRIX

**13 October 2022:** Suncorp's One House campaign by OMD and Leo Burnett won the prestigious Grand Prix at the **2022 MFA Awards**, announced tonight at a black tie gala dinner in Sydney attended by leaders from across the industry.

The MFA Awards celebrate the most effective and impactful work created by media agencies, demonstrating the industry's purpose of 'We Are The Changers'. Also taking to the winners' stage in addition to OMD and Leo Burnett, were Zenith Media, MediaCom, Initiative, PHD and Mindshare for clients including Mars Petcare Australia, McDonald's, KFC, National Australia Bank, Virgin Australia, Goodman Fielder, Gotcha4Life and City of Melbourne.

More than 150 judges participated in the rigorous judging process, drawn from client side, agencies, industry bodies and media partners. They commended this year's entries for displaying high-calibre media thinking, innovative solutions and strong results for clients.

Industry veteran Greg "Sparrow" Graham was inducted into the MFA Hall of Fame, recognising his passion and contribution across many aspects of the industry, in particular his unparalleled generosity in training and nurturing the careers of many up-and-coming rising stars in the industry.

Also recognised on the night with an Industry Contribution honour were former MFA Awards Chair Joe Lunn; independent consultant Victor Corones; and the MFA's own Head of People, Linda Wong.

The NGEN Award, which recognises the talent of young media agency executives with less than five years' experience, was won by Ben Breden & Olivia Coxon from Initiative, with their entry for UnLtd charity Batyr.

MFA CEO Sophie Madden said: "After three long years and several thwarted attempts, the MFA is pleased we were able to bring the industry together in person to celebrate media agencies' ability to influence change and deliver tangible brand and business results for clients. The quality of strategic insights, effectiveness and excellence in execution by all finalists was among the best we've seen in the MFA Awards' 20-plus years, demonstrating the high calibre of thinking by Australian media agencies. All finalists and winners should be incredibly proud of their achievement."



#### The 2022 MFA Awards winners are:

# **Grand Prix – sponsored by Seven**

Suncorp, Suncorp One House, OMD & Leo Burnett

#### **Behaviour Change**

City of Melbourne, Get to the city or get FOMO, Zenith Media

#### **Best Innovation in Media**

Mars Petcare Australia, #CatsinBoxes by WHISKAS, MediaCom

## **Business Impact – sponsored by Quantcast**

Mars Petcare Australia, Caturday Nights with Dine, MediaCom

# Best Partnership Award – sponsored by ThinkPremiumDigital

Suncorp, Suncorp One House, OMD & Leo Burnett

## Best Use of Data & Analytics – sponsored by News Corp

McDonald's, Macca's Monopoly - Game on!, OMD

# Environmental, Social & Governance Award – sponsored by SBS Media

Goodman Fielder, Wonder Recycling Rewards, Initiative

## **Best Long-term Results**

KFC, Did someone say KFC?, MediaCom

#### **Agency Talent & Culture**

Initiative's Choice Charter, Initiative

### **Best Use of Content**

KFC, KFC Degustation, MediaCom & Ogilvy

## **Best Use of Real-time Marketing**

Virgin Australia, Real-Time Routes, PHD

# Bravery Award – sponsored by Nine Entertainment

CGU, Tall Poppy, Initiative

## Pro Bono/Cause Marketing Incentive – In recognition of Pam Lane

Gotcha4Life, Boys Do Cry, Initiative



# Brand Impact - sponsored by OMA

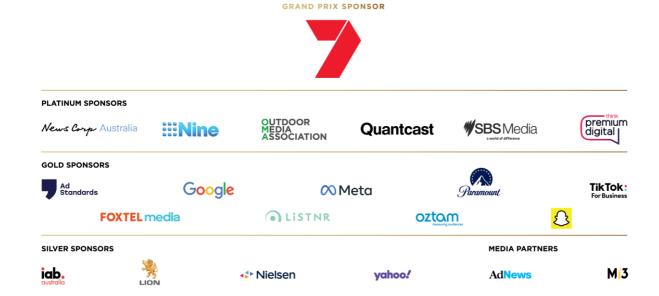
National Australia Bank, NAB JAB, Mindshare

#### **Hall of Fame**

Greg "Sparrow" Graham

# NGEN Award – supported by UnLtd

Ben Breden & Olivia Coxon, Initiative



# For more information, please contact:

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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.