



PRESS RELEASE

MFA AWARDS WINNERS ANNOUNCED, WAVEMAKER & NSW GOVT TAKE OUT GRAND PRIX

10 October 2021: The NSW Government's 'Discreet Life' HIV awareness campaign by Wavemaker won the prestigious Grand Prix at the **2021 MFA Awards**, announced in a live streamed event this afternoon.

The awards celebrated the most effective and impactful work created by media agencies in 2020 and 2021. The winners were chosen by silent vote and include Initiative, OMD, UM, Essence, Mindshare, MediaCom, 10ViacomCBS and Yahoo.

More than 100 judges participated in the rigorous judging process, drawn from agencies, client side, industry bodies and MFA Awards sponsors. They commended the quality of the winners' work, praising the clever media thinking delivered in an incredibly tough environment, excellent audience understanding, exceptional agility and strong results.

The NGEN Award, which recognises the talent of young media agency executives with less than five years' experience, was won by Gemma Harriss from Zenith and Thomas Murphy from The Media Store, with their entry for UnLtd charity Indigenous Literacy Foundation.

As part of the awards ceremony, the MFA launched its new industry purpose '**We are the Changers**', which serves to unite the industry and highlight the valuable role agency people play in creating change for clients, the economy and for society at large. Watch the video here: <https://youtu.be/D-RNhidkRWA>

MFA Awards Committee Chair Joe Lunn, Chief Technology & Transformation Officer at Mindshare, said: "In showcasing and celebrating the most innovative and effective media thinking in Australia, the ultimate goal of the MFA Awards is to help elevate the quality of product we deliver across the entire industry and demonstrate the invaluable role that media agencies play in generating business growth for our clients. Congratulations to all of this year's finalists and winners who have done exactly that."

MFA CEO Sophie Madden added: "We're pleased we were able to bring the industry together virtually to recognise and reward work that has delivered tangible brand and business results. Australian media agencies and their clients showed great agility, perseverance and ingenuity throughout the many challenges thrown at them over the past two years, delivering some of the most insightful and effective work we've ever seen – and really living up to the promise of our industry purpose, of being the Changers. We applaud all of the finalists and winners of the 2021 MFA Awards who have set the standard for strategic thinking and effectiveness."



The 2021 MFA Awards winners are:

Behaviour Change

NSW Government, Discreet Life, Wavemaker

Business Impact – Sponsored by QUANTCAST

Swinburne University of Technology, Swintopia, Initiative

Innovation in Media – Sponsored by SBS Media

IAG, CGU Rescues Donuts for Dogs, Mindshare

Brand Impact – Sponsored by OMA

Swinburne University of Technology, Swintopia, Initiative

Partnerships

Dell Australia, Dell Change Makers, MediaCom & 10ViacomCBS

Covid Media Pivot

MARS, Freshen up Behind Your Mask, MediaCom

Best Long-Term Results

nib, Delivering an Unfair Market Share, Essence (previously AKQA Media)

Best Use Of Data & Analytics

Defence Force Recruiting, Deep Data Dive into the Australian Navy, UM

Real-time Marketing

McDonald's, Macca's Monopoly = Playing to WIN!, OMD

Best Use Of Content

Tourism Australia, Live From Aus, UM

Bravery – Sponsored by Nine Network

IAG, CGU Rescues Donuts for Dogs, Mindshare

NGEN Award – Supported by UnLtd

Gemma Harriss, Zenith & Thomas Murphy, The Media Store

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

Coles Brand Responsibility, OMD

Media Partner

Yahoo



Agency Talent & Culture

Initiative's Iso-Internship

GRAND PRIX – Sponsored by Seven Network

NSW Government, Discreet Life, Wavemaker

For more on the winners and finalists, take a look at the [2021 MFA Awards liftout](#).

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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.