

Sample form, not for offline completion.

Visit <https://mfa.awardsplatform.com> to enter.



Best Use of Events and 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.

Categories

OUTCOMES

Brand Impact, Business impact, Behaviour Change, Data-Led Activation, Long-term Results

EXECUTION

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

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

PEOPLE AND CULTURE

Agency Talent & Culture (over 100 and under 100), Pro-Bono/Cause Marketing Incentive and NGEN.

No deadline extensions will be given

Entry name

Entrant Name

Entrant Job Title

Entrant Company

Entrant Email

Entrant Address

Entrant Phone #

☐ Tick to confirm the work was completed between 1st January 2024 to 31st March 2025.

Who came up with the idea?

☐ Media Agency

☐ Creative Agency

☐ Media Owner/Partner

☐ Other Partner Agency

☐ Joint Entry (optional)

Please click the box if this is a joint entry.

Joint entrants have an equal share in the campaign/ entry as a whole and will receive equal credit.

Collaborating Partners - Company Name/Role (optional)

Please list any collaborating partners using a comma to separate company names. (e.g. *Company 1, Company 2, Company 3*)

First Media Appearance Date

Client Company Name

Client Contact Name

Client email

An automated email will be sent to your client to advise them that an entry has been entered into the 2025 MFA Awards. They will then accept or decline the entry based on the information being true and correct.

IMPORTANT: All endorsements must be actioned before Monday 5 May

Client Phone #

☐ Commercially sensitive info (optional)

Click here if your entry contains commercially sensitive information, that can not be published.

In the instance that you are selected as a finalist you will be asked to resupply your entry with this information removed.

City work was completed in.

Please provide the city that the work came from.

Please indicate the budget of this campaign/ activity.

Under 500k

500k-2m

2-5m

5m+

Entrants **MUST** fill out this section in full.

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 and 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

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

Please Note - Agency branding is not recommended on entries or supporting materials

1. Entrants that provide video files must not exceed a total of 5 minutes of footage.
2. All entries must include a media schedule excluding Culture categories
3. Upload JPEG or PDF files. Maximum file size is 10MB per piece. A maximum of ten pieces can be uploaded with your entry.
4. Video attachments may be hosted on a video site such as YouTube or Vimeo.
5. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
6. Please do not upload any further written material, as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Team Photo



Please provide a high resolution photo of the team that worked on this campaign. If you do not have access to a team photo please provide individual headshots.

Team Photo - Names



Please provide the names of those in the team photo provided.

Media Schedule



All Outcome, Execution and Channel Excellence entries must include a media schedule in order to be considered for judging.

☐ Tick the box to confirm all details are correct. These details will be used as part of the awards presentation and/or used in publication/s relating to the 2025 MFA Awards.

Please check the information in the entry carefully, including spelling and grammar.

☐ Receipt

In order to receive a receipt/ tax invoice you **MUST** click '**FINALISE PAYMENT**' button on the second payment page. Please note you will only be charged once.

Please tick to confirm you have read and understood this.

