

## Sample form, not for offline completion.

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# Agency Talent & Culture (>100)

Workplace culture plays a critical role in our industry by creating positive, high-performing agency environments. This category recognises outstanding forward-thinking, proactive, and initiatives 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 issue. 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 more than 100 employees.*

To view past winners [click here](#)

## 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 #

Name of

**agency**

being put forward for award

Number of employees

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

**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/initiative(s).
- Clear articulation of who it was designed to create positive impact for.
- Link between the program/initiative(s) and agency values, purpose or culture.

## Impact (40%)

300 words

- Evidence of improvements and outcomes from the program/initiative(s).
- Stakeholder surveys conducted pre/post implementation.
- Business impact of program/initiative(s); 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.

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.

Agency Team Photo



- ☐ 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.

