

Sample form, not for offline completion.

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



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.

A % of the entry fees in this category will be donated to the charity of the winning entry.

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, Best Content Amplification Strategy, ESG Campaign and Innovation*

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 and Best Use of Creators/Influencers

PEOPLE, PLANET AND CULTURE

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

No deadline extensions will be given

More information on all of the categories and criteria can be found on the [MFA Website](#).

If you are considering entering any sustainability work, [a guide to entering sustainability work into awards](#) can be found [here](#).

**This year, the MFA Awards Committee has made a deliberate change to the Innovation category: rather than accepting open entries, Innovation will now be awarded as a Judges' Choice, selected by the Committee and our signature client judges from across all submitted entries. If judges believe your work represents a genuine step change for the brand or the industry, it will be considered regardless of which category it was entered in. We encourage all entrants to focus on making the strongest possible case for their work in their chosen category.*

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

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 #

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

Entry Overview - Pro Bono/Cause Marketing Incentive

100 words

If successful this copy will be used in the MFA Finalist Expo. This copy is not seen or scored by judges.

Pro Bono/Cause Marketing Incentive

1000 words

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. Winning entries 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 criterion, but each 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. *A percentage of the entry fees in this category will be donated to the charity of the winning entry.*

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. Entrants are invited to provide a podcast of their entry for judges. Please upload an mp4 or link below.
5. Video attachments may be hosted on a video site such as YouTube or Vimeo.
6. 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.

7. 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.

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.

