

## Sample form, not for offline completion.

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



# NGEN Award

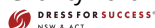
The NGEN award celebrates our industry's future Changers and recognises excellence in strategic thinking, creativity, storytelling, and media execution expertise, with entrants responding to a brief for a chosen charity. Entry is open to registered members of NGEN with **less than 5 years' experience** who are currently working for a media communications agency or media industry supplier.

The 2024 brief is for the charity Dressed for Success (DfS). DfS is an Australian charity that exists to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

**To download the NGEN brief and judging criteria please [click here](#)**

To view the 2023 finalists [click here](#)

Charity Partner



## 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 Full Name

Entrant Name

Entrant Job Title

Entrant Email Address

Company Name

Entrant Company Address

Entrant Phone

Date Started in the Industry

Entrant 2 Full Name (optional)

If entering as part of a team, please put your teammates details in the 'Entrant 2' fields. If entering solo, please leave these blank.

Entrant 2 Job Title (optional)

Entrant 2 Email (optional)

Entrant 2 Company (optional)

Entrant 2 Company Address (optional)

Entrant 2 Phone (optional)

Entrant 2 Date Started in the Industry (optional)

☐ Please tick to confirm you are an NGEN member.

If you are submitting on behalf of a team, both team mates must be NGEN members.

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

**NGEN**

1000 words

The 2024 brief is for the charity Dressed for Success (DfS). DfS is an Australian charity that exists to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

You may support your entry with attachments however in order to be considered, the written response **MUST** be entered here.

To download the NGEN Award brief and judging criteria please [click here](#)

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.

Headshot



Headshot #2 (optional)



☐ 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 2024 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.

