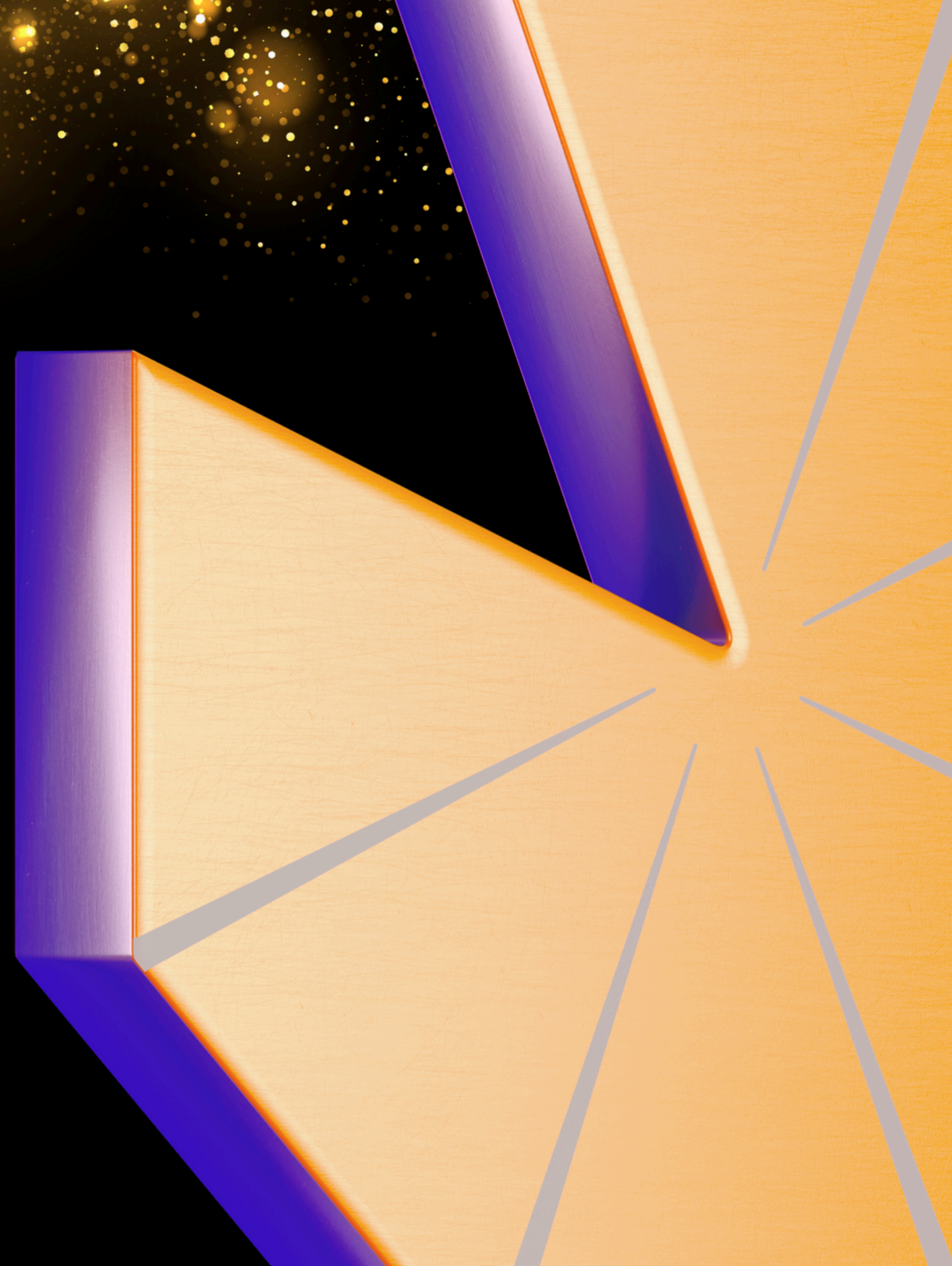




2025

Call for Entries

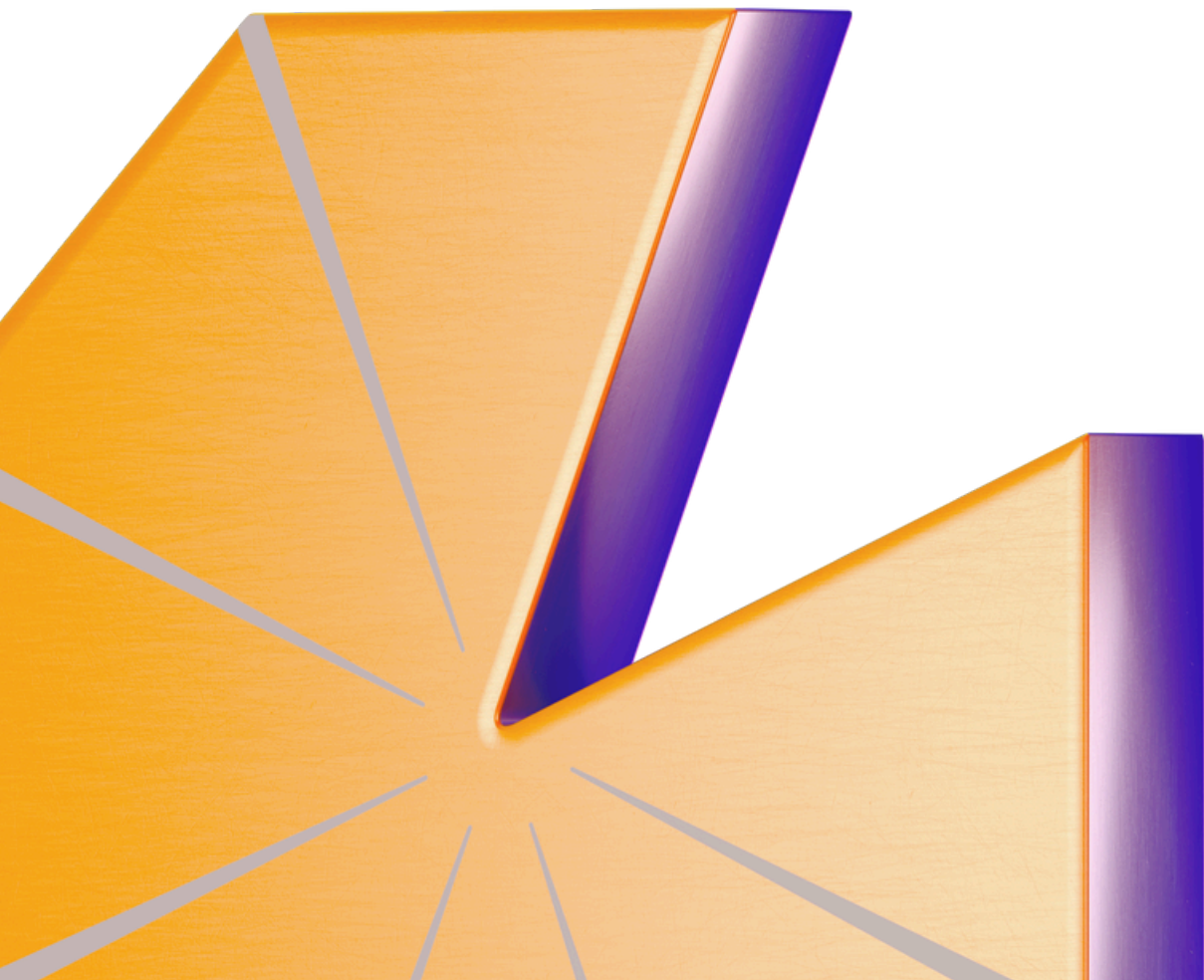




# 2025 Call for Entries

Entries are now open for the Mumbrella Awards 2025. This document has all the information you need to enter.

The judging period covers the 12 months from March 8, 2024 to March 7, 2025.



## The Categories



Account Management Team of the Year <sup>NEW</sup>	>	Media Brand of the Year	>
Ad Campaign of the Year	>	Media Campaign of the Year	>
Best Campaign with a Small Budget	>	Mumbrella Award for Bravery	>
Best Influencer Strategy	>	Mumbrella Award for Collaboration	>
Best Use of Experiential Marketing	>	Mumbrella Award for Culture	>
Best Use of Real-Time Marketing	>	Mumbrella Award for Data-Driven Marketing	>
Best Use of Retail Media	>	Mumbrella Award for Innovation	>
Best Use of User Experience	>	Mumbrella Award for Insight	>
Content Marketing Strategy of the Year	>	PR Agency of the Year	>
Creative Agency of the Year	>	Pro Bono Campaign of the Year	>
Emerging Agency of the Year	>	Production Company of the Year	>
Full-Service Agency of the Year	>	Sales Team of the Year	>
Independent Agency of the Year	>	Social Idea of the Year	>
Industry Leader of the Year	>	Specialist Agency of the Year	>
Marketing Team of the Year	>	TV Ad of the Year	>
Marketing Technology Company of The Year	>	Under-30 Achiever of the Year	>
Media Agency of the Year	>		

# Agency of the Year

With the exception of creative agencies, entries will be assessed on the national output of the agency in question.

Creative Agency of the Year can be based on the work of a single office or a network, depending on how the P&L of the business is structured. If the P&L is broken down by office, the agency should enter by office, for example, Agency X Melbourne. If there is one P&L for the network, the entry should be by the network, for example, Agency X Australia. Entries by office will not be at a disadvantage to those by network as judges will be instructed to judge bearing in mind the circumstance.

Media agencies must both plan and buy media. Strategy hot shops, for instance, should enter the specialist agency of the year category.

The Specialist Agency of the Year is intended to recognise agencies unable to enter other categories. It includes but is not limited to design, digital, direct and strategy agencies.

Emerging agencies should be no more than two years old at the beginning of the judging period and operated as a new business with its own P&L.

Independent agencies must be 51% or more owned by the local (Australian or New Zealand) management and all types of agencies are eligible to enter.

Full-service agencies refer to agencies which handles both creative and media planning/buying for the same clients. These agencies should handle all these elements for two or more clients at the start of the judging period. Case studies should show evidence and effectiveness of all these processes working together.



- Creative Agency
- PR Agency
- Media Agency
- Specialist Agency
- Emerging Agency
- Independent Agency
- Full Service Agency

**The work:** In no more than 2 x 500 words, tell the jury about the two client case studies which best demonstrates the abilities of the agency. In a further 500 words or less please provide an overview of the rest of the year's best work.

**Commercial success, industry impact and momentum:** The jury will be looking for evidence that this is the agency's year. In no more than 500 words please share details of commercial success over the 12 months including client retention and account wins, tell us how the agency has moved forward during the past year and please set out the contribution of the agency and its staff to the wider industry. Where possible, please provide actual revenue and profit numbers, where not possible please provide percentage comparisons with the corresponding 12 months.

**Culture and workplace environment:** In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivery of high-performance outcomes. Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this. Please include details of staff retention, including a specific percentage of staff employed by the agency on the first day of the judging period who were still on the payroll on the last day. (The agency may also enter the Mumbrella Award for Culture based on this portion of the agency of the year entry if it wishes).

**Innovation and bravery:** In no more than 500 words, explain what the agency did to change the game in the year under scrutiny, whether internally or externally. (The agency may also enter the Mumbrella Award for Innovation and the Mumbrella Award for Bravery, if it wishes).

## Scoring

The Work  
30%

Commercial Success  
25%

Industry Impact  
5%

Momentum  
10%

Culture  
10%

Innovation  
10%

Bravery  
10%

The creative agency of the year and media agency of the year will undergo a final round of judging at the agency week commencing May 5th. Finalists for the PR, Emerging, Independent, Full Service and Specialist Agency categories will go through a face-to-face judging session with the jury on May 8th in Sydney. Please ensure that these dates go into the appropriate calendar now, as inability to present will disadvantage the team.



# Mumbrella Award For Bravery

This category is open to agencies, media owners and marketing teams. Joint entries are also encouraged.

In no more than 500 words, tell us about a risk-taking piece of work. The jury will be looking for examples where there was a risk genuinely taken. Outline the scale of the risk and the opportunity, including how both were identified. Please identify what was learned as a result of the risk taken, and how risk was managed.

Please note, none of the scores will be based on the outcome - indeed it is entirely possible that the risk did not lead to a successful outcome. The jury's emphasis will be on the bravery of the risk taken, and what was learned from it.

Multiple entries based on separate examples of risk taking are permitted in this category.

## Scoring

Quality & evidence of  
thought process that led to  
risk being taken  
**20%**

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Bravery involved in  
taking the risk  
**40%**

---

Lessons  
**40%**

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Finalists will go through a  
face-to-face judging session with  
the jury on May 8th in Sydney.

# Mumbrella Award For Culture

The category is open to agencies, media owners and marketing teams.

This category seeks to recognise the most positive and high-achieving workplaces within the media and marketing industry.

In no more than 500 words outline details of the organisation's innovation in recruitment and retention, focus on staff development, insight into building a wider team culture, office environment and workplace design and delivery of high-performance outcomes.

Please set out details of gender and cultural diversity within the agency and outline what specific plans you have in place to build on this.

Please share details of staff turnover, based on what percentage of staff employed on the first day of the judging period were still there on the last day.

## Scoring

Recruitment Strategy  
**20%**

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Retention Strategy  
**20%**

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Training policy and  
evidence of its  
application  
**20%**

---

Evidence of it being  
a desirable place  
to work  
**20%**

---

Performance Culture  
**20%**

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Finalists will go through a  
face-to-face judging session with  
the jury on May 8th in Sydney.





# Mumbrella Award For Insight

This category seeks to recognise the smartest thinking in the industry. It acknowledges where a key insight has driven a real result.

All agencies, media owners and marketing teams are welcome to enter where appropriate.

In no more than 500 words, explain the background and brief that led to the insight, how the understanding was gained or research conducted in order to achieve the insight, and how it then informed a communications strategy. Please share the outcome.

Multiple entries based on separate examples of insight are permitted in this category.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

Research / Understanding  
20%

The Insight  
40%

Strategy  
20%

Outcome  
20%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Mumbrella Award For Innovation

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the "I wish I'd thought of that" award.

In 500 words or less, tell the story of the innovation. The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners, new technology platforms, fresh culture approaches or more.

This category is open to agencies, media owners and marketing teams. The jury will be looking for the scale of the innovation, its potential wider impact on, or lessons for, the industry and the outcome.

Multiple entries based on separate examples of innovation are permitted in this category.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

At the jury's discretion  
100%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Mumbrella Award For Data-Driven Marketing

This category recognises the use of hard data to drive marketing results. It is open to both agencies and marketing teams.

Please take a single case study of no more than 500 words and explain how the data was gathered and applied, and what the outcome was.

The jury will be looking for examples of in-depth use of data to drive the marketing process from the beginning through to a final outcome with insight into return on investment. Winning entries will do more than focus on post-campaign analytics. They will go beyond the usual data sources or use that data in more sophisticated ways.

Successful examples may demonstrate where use of a data-driven insight has directly informed advertising investment strategy.

Multiple entries based on separate data-driven campaigns are permitted in this category

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

How the data was gathered

25%

How the data was used

25%

Evidence of  
thought process

25%

Evidence of return on  
investment thanks to  
the use of data

25%

Finalists will go through a face to  
face judging session with the jury on  
May 8th in Sydney.

# Mumbrella Award For Collaboration

This category is open to all types of agencies, media owners and marketing teams. Joint entries are mandatory, including at least two agency and/or media company partners.

This category seeks to recognise the most effective collaboration between the marketing team and its partners (including agencies and media companies) when working on a campaign or project.

In no more than 500 words outline the structure of how all parties worked together on a particular campaign or project, including the brief and execution.

In a further 500 words or less, describe the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

Collaboration

30%

The Work

40%

Evidence of Outcome

30%

Finalists will go through a face to  
face judging session with the jury on  
May 8th in Sydney.



# Marketing Team of the Year

This category recognises achievement within an in-house marketing team.

There are four components to the entry.

In no more than 500 words, offer a case study of a marketing project carried out during the judging period.

In no more than 500 words explain what tangible outcomes the marketing team has achieved for the brand during the judging period.

In no more than 500 words, set out how the team works with partners and suppliers, including agencies and media owners.

In no more than 500 words, please detail the team culture including innovation in recruitment and retention. Focus on staff development, workplace environment, insight into building a wider team culture and delivering high performance outcomes. (The team may also enter the Mumbrella Award for Culture category).

Please note: This category may be self-nominated or by a partner agency, with the permission of the brand.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

Case Study  
**40%**

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Culture  
**20%**

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Outcomes  
**20%**

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Partnerships  
**20%**

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Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Account Management Team of the Year

Whether you're a small, medium or large creative agency, this award champions standout client service excellence linked to commercial success and client-agency partnership and impact.

There are three components to the entry:

In no more than 500 words please outline how your account management team powers organic (commercial) growth and client retention. Useful information to relay to jurors includes stating percentage increases/stats where appropriate, client retention record obtained during judging period and any initiatives which result in USP and strategic outcomes.

In no more than 500 words please tell the story of how the agency culture drives account management effectiveness. Jurors want to best understand just what sets your entry apart, so useful information to relay could include; size of the team, employee retention, investment in staff development, training initiatives, agency NPS, innovation in recruitment, DEI initiatives, insight into building and delivering high performance outcomes.

In no more than 1,000 words please provide two client case studies which demonstrates enduring client-agency partnership driving impact and results. Some useful things to include; account management NPS, unique ways of collaboration and integration between teams, (acclaimed) work produced since January 1 2022, short client quotes.

## Scoring

Culture

25%

Commercial

25%

Case Study  
(25% per case study)

50%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.





# Sales Team

## of the Year

This category recognises the best performing sales team working in the media and marketing industry.

There are two components to the entry.

In no more than 500 words tell us why it has been your year. The jury will want to hear about innovation within the year in question and commercial performance.

In no more than 500 words please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivering high performance outcomes.

The jury will give credit for achievement relative to a team's own sector.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

Commercial Performance  
30%

Innovation during  
the year  
30%

Culture  
40%

Finalists will go through a  
face-to-face judging session with  
the jury on May 8th in Sydney.

# Media Brand

## of the Year

This category seeks to award Australia's best performing media brand. Drawn from any medium, the winner will be recognised for achieving commercial success within its sector during the year in question, backed with quality of product, impact on the market and innovation.

There are three components to the entry.

In no more than 500 words set out details of the brand's projects and achievements over the year.

In no more than 500 words please offer evidence of the brand's success – put this in the context of the market within which it operates.

In no more than 500 words set out the brand's wider contribution to the market and innovation over the last year.

(Please note the brand entered should be a consumer-facing rather than industry-facing media sales brand. If unsure, please check with us before entering.)

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

Commercial Performance  
30%

The quality of the brand's  
work in its sector  
30%

Impact on Market  
20%

Innovation  
20%

Finalists will go through a face to  
face judging session with the jury on  
May 8th in Sydney.

# Marketing Technology Company

## of the Year

This category is intended to recognise companies which provide the media and marketing industry with technological solutions that help it to do its job better.

The type of companies might include, but are not limited to, mobile marketing companies, programmatic platform companies, analytics companies, electronic advertising delivery companies, app developers and digital development companies.

There are four components to the entry.

In no more than 500 words please explain what it is about the company's services that allow it to offer the industry a superior service, including tangible examples.

In no more than 500 words, please share examples of innovation delivered during the year in question.

In no more than 500 words please share details of the company's commercial success during the year in question. Where possible, provide actual revenue and profit numbers; where not possible provide percentage comparisons with the corresponding 12 months.

Please provide two client testimonials of no more than 250 words each.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

The Offering  
**30%**

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Testimonial 1  
**20%**

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Testimonial 2  
**20%**

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Success  
**30%**

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Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.



# Pro Bono Campaign of the Year

This category seeks to recognise the best campaign carried out free-of-charge by an agency on behalf of a charity, issue or other good cause. This category is open to agencies of all types, including advertising, PR and digital. Entries can be for a single piece of work or up to 10 single executions.

Please provide information about the results of the campaign, along with details of where it ran. (The jury will be encouraged to steer clear of anything that appears to be scam and encouraged to independently verify claims around social media.)

In no more than 500 words please explain the brief and the solution.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

The Brief and Thinking  
30%

The Work  
35%

Evidence of  
outcome  
35%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Ad Campaign of the Year

This seeks to recognise the best campaign on behalf of a brand or product. Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

Please supply a maximum of 10 single executions. For multimedia executions, please provide a link for viewing online.

In no more than 500 words please explain the brief and solution.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

Multiple entries based on separate campaigns are permitted.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

The Brief and Thinking  
30%

The Work  
35%

Evidence of  
outcome  
35%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# TVAd of the Year

This will recognise Australia's favourite television ad. This is the simplest category to enter. Please send your ad which must have aired on free or subscription TV in Australia and/or New Zealand during the judging period. Include a full list of credits and an overview of its media schedule. After shortlisting, the ads will go through an extensive market research process in front of a cross sample of the general public.

Multiple entries featuring the same brand based on separate ads are permissible.



# Media Campaign of the Year

This seeks to recognise the best media planning and strategy on behalf of a brand or product campaign. Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

Please supply a maximum of 10 single executions. For multimedia executions, please provide a link for viewing online.

In no more than 500 words please explain the brief and solution.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

Multiple entries based on separate campaigns are permitted.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

The brief and thinking  
**30%**

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The work  
**35%**

---

Evidence of  
outcome  
**35%**

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Finalists will go through a face to face judging session with the jury on May 8th in Sydney.

# Content Marketing Strategy of the Year

This category is designed to recognise the best work carried out on behalf of brands involved in marketing themselves through the creation of content.

This could include, but is not limited to, brand-funded entertainment content including TV and online video; web-based content created on behalf of brands; infographics, native advertising brand journalism and white papers. Agencies, media owners and in-house marketing teams are eligible to enter this category.

In no more than 500 words please explain the brief and the resultant content marketing strategy.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

The Brief and Thinking  
30%

The Work  
40%

Evidence of Outcome  
40%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

## Best Use of User Experience

This category seeks to recognise the best and most innovative user experience design solution to solve a business problem for a client. The end product can be in the form of web-based solutions, apps or physical experiences.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

In no more than 500 words please explain the research and insight which led to this solution, how the execution came about, and the parties and processes involved.

In no more than 500 words please set out the results, including evidence of benefits for the client.

Multiple entries based on separate campaigns are permitted.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

Research and Insight  
20%

Execution  
40%

Results  
40%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.



# Social Idea

## of the Year

This category seeks to recognise the best social media idea on behalf of a brand or product campaign. Entries will be accepted for social media-only campaigns or broader campaigns that have a significant social media component.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

In no more than 500 words please explain the brief and solution.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

Multiple entries based on separate campaigns are permitted.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

The Brief and Thinking  
30%

The Work  
40%

Evidence of Outcome  
30%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Under-30 Achiever

## of the Year

This category is designed to recognise the talents of young people within the industry.

Entries may come from individuals working within any part of the media and marketing industry. Where people work as a team, joint entries will be accepted.

To qualify for this category, the individual/individuals must not have turned 30 prior to the beginning of the judging period, which is April 6, 2025, and must work in the industry, including agency, client and media owner (both sales and editorial).

In no more than 500 words please set out the key achievements to date of these promising newcomers. Key achievements can be from the individuals' entire career, not just the judging period, but there should be an emphasis on their most recent achievements.

Please provide two testimonials, each one no more than 500 words. One should be from a manager of the entrant, the other from a person external to the company who has had regular dealings with this entrant. The jury will give particular weight to the seniority of the writer of the external testimonial.

## Scoring

Achievements  
60%

Testimonials  
40%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Industry Leader of the Year

This category is designed to recognise an individual who has taken a leadership role within a business.

Businesses must operate in the media and marketing industry. This category can be self entered or put forward by the person's organisation.

The jury is seeking a leader who has made a significant contribution to the industry over a number of years, consistently inspiring others and portraying the industry in a positive light. This person may work within an agency, media owner, marketing team or other organisation allied to the media and marketing industry.

In no more than 500 words please set out the key achievements to date of this leader. Achievements should largely be centred around this year, but achievements from outside the period for context are fine to be included.

Please provide two testimonials, each one no more than 500 words. Testimonials should be external where possible. The jury will give particular weight to the seniority of the writer of the external testimonial.



## Scoring

Achievements  
**60%**

Testimonials  
**40%**

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.

# Best Use of Real-Time Marketing

This category seeks to recognise the best use of real-time marketing tactics, taking advantage of current events to spread a marketing message. This may be real-time marketing taking place on social media or tactical executions on traditional media.

Entries will be accepted for one-time executions or ongoing work as part of a broader campaign.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

In no more than 500 words please explain the insight/event this campaign was based around, how the execution came about and the parties and processes involved.

In no more than 500 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

Multiple entries based on separate campaigns are permitted.

## Scoring

Insights  
**20%**

Execution  
**50%**

Outcome  
**30%**

Finalists will go through a face to face judging session with the jury on June 11th in Sydney.

# Production Company of the Year

This category recognises the work of production houses across the board, from those focusing on commercial work for clients to those focusing on film, TV and more.

The jury will be looking for quality of work, commercial success and innovation.

In no more than 2 x 500 words please set out two case studies of work carried out during the judging period.

In no more than 500 words, explain the company's achievements during the year including details of commercial performance, challenges overcome, new ways of working and other relevant information.

Where applicable, you may provide a link to a sizzle reel of no more than five minutes' duration.

## Scoring

Achievements  
50%

Case studies  
50%

Finalists will go through a face to face judging session with the jury on May 8th in Sydney.

# Best Use of Experiential Marketing

This category is open to agencies, media owners and marketing teams.

The category seeks to recognise the best use of face to face or experiential marketing tactics at a trade or consumer exhibition, an event or show, or standalone experiential marketing execution.

Please provide details of the results of the execution, along with details of where and when it ran. Please indicate whether the event results are audited by a third party and name that organisation.

In no more than 300 words please explain the business case which led to the chosen solution.

In no more than 400 words please provide details of the solution, including details around the execution. In no more than 300 words please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

The Brief and Thinking  
30%

Execution  
40%

Evidence of Outcome  
30%

Finalists will go through a face-to-face judging session with the jury on May 8th in Sydney.





# Best Influencer Strategy

This category recognises a campaign for which an agency or an in-house team has effectively used an influencer to promote a product, service or offering. An influencer may be a celebrity/media personality, a blogger or a social media personality.

Entries should outline the objective, insight, research and strategy used to address the issue and outcome, with a clear explanation of metrics used to demonstrate success.

Please demonstrate how the campaign best used the influencer's own channels such as their social media accounts (e.g. X, TikTok, Instagram or any other social media platform) or a blog or website to distribute the campaign and engage with the influencer's audience.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.



## Scoring

Insight or Idea  
25%

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Strategic Solution  
35%

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Tactical Highlights  
15%

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Results  
25%

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Finalists will go through a face to face judging session with the jury on May 8th in Sydney.

# Best Campaign with a Small Budget

A campaign targeting a business or consumer audience to promote a brand or product, introduce a new product or service or connect a new audience with an existing product or service with a total budget of less than \$50,000 AUD (Excluding GST).

Note that the following contributes to the budget: agency services, PR, media spend, talent, and production costs.

**IMPORTANT TIP:** Judges are looking for comprehensive success metrics. Be transparent. The more budgets/ROI you can share, the more credible your entry is. Most entries get disregarded due to lacking evidence of effectiveness, so please consider this prior to submission. Entries are non-refundable.

## Scoring

Insight or Idea  
25%

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Strategic Solution  
35%

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Tactical Highlights  
15%

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Results  
25%

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Finalists will go through a face to face judging session with the jury on May 8th in Sydney.

# Best Use of Retail Media

This award seeks to recognise the growing category of retail media and the work that goes into making use of it. Where appropriate, joint entries from more than one party are welcome, but the jury does not wish to see more than one entry for the same campaign.

Judges will be looking for the brand and/or agency that makes the best use of retail media, where retail media is defined as advertising within retailer sites (virtual or physical) and apps.

Campaigns do not need to be exclusive to retail media, but judges will be looking for how the brand and/or agency was able to leverage the advantages that retail media can provide.

In no more than 300 words please describe the brief and the solution.

In no more than 500 words please explain why retail media was chosen as a primary media channel and how it was used to the advantage of the brand.

In no more than 300 words please provide the results.

Multiple entries based on separate campaigns are permitted.



## Scoring

The brief and thinking  
**25%**

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Use of retail media  
**50%**

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Results  
**25%**

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Finalists will go through a  
face-to-face judging session with  
the jury on May 8th in Sydney.



# The Small Print

The period being judged is the 12 months from March 8, 2024, to March 7, 2025.

Jurors will not vote on entries in which they have a direct interest.

Entry is online only. We'll state that again. Entry is electronic. Do not enter physical copies.

The entry website begins accepting entries on Monday, 18 November. The closing date is Friday, 7 March 2025. Late entries (with additional fee) will be accepted until Friday, 14 March.

In almost all categories' finalists are asked to present to the jury. The creative agency of the year and media agency of the year categories will undergo a final round of judging at the agency the week commencing May 5. All other categories will present in Sydney on May 8. The exception to this rule is the category of TV Ad of the Year, which goes to an extensive market research process.

Please note that the intention behind this meeting is to allow the jury to ask follow-up questions based on the entry. A formal presentation may cover all aspects of the entry.

So please ensure all staff present are familiar with the entry and are convinced of its veracity.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries. By participating, entrants accept Mumbrella may run these awards as it sees fit without right of appeal.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand. Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure or elsewhere. All finalists must have a representative available to collect the award at The Star in Sydney on the evening of July 24, 2025.

**Cost of entry:** \$509 AUD + GST per entry. An additional late entry fee of \$100 per entry is chargeable from 8th March - 14th March 2025.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to short-list.

**Questions:** Faye Winarta - 0412 641 505, [fwinarta@mumbrella.com.au](mailto:fwinarta@mumbrella.com.au)

Entry is electronically, via the awards website.

Video - featuring the work only - should be via YouTube or Vimeo link.

Video should be of the work in question only. Supporting material may also be uploaded although this may not be viewed at the short-list stage.

Entries reasonably believed by the jury or Mumbrella to be scam - work created only to win awards - will be disqualified.