

# Big success for MediaCom at the MFA's 2013

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## Work for NSW Government and Canon recognised by the Media Federation of Australia

MediaCom Australia has won two trophies at The Star for the Media Federation Awards 2013. The agency's 'Enter the Party' campaign for NSW Government was awarded in the Finance/Insurance/Government/Corporate & Real Estate category, and 'Canon PIXMA Printables & Ice Age 4' claimed the IT& Consumer Durables award.

For 'Enter the Party', MediaCom worked with media partners to create and deliver content raising awareness of Hepatitis C. A NSW Government spokesman described this campaign as having truly "changed the way [we] think about communications".

Aside from being a fantastic result for MediaCom, Group M's MEC also picked up four awards across several different categories. Maxus won the award for Best Application of Research, and Mindshare's John Dawson and Mark Golafshan won the highly acclaimed nGen Award, celebrating excellent young talent.

The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its member and the role it plays in servicing its clients.

CEO Mark Pejic said "We have spent the last year focusing on retaining some great clients such as NSW Government Planning, Specsavers and Queensland Gov. to name but a few, but we have also been focusing hard on our product. To have this recognised across two of our great clients is not only a great accolade, but proof that we continue to deliver world class work with passion - and we always will".

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