



2026

Call for Entries

2026 Call for Entries

Entries are now open for the Mumbrella Awards 2026. This document contains all the information you need to prepare and submit your entries.

The judging period covers the 12 months from **March 7, 2025, March 6, 2026.**

The Mumbrella Awards celebrate the best work, talent, and teams in the media and marketing industry across Australia and New Zealand. They recognise creativity, effectiveness, innovation, culture, and leadership at every level.

Entries are open to agencies, brands, media owners, consultancies, production companies, and individuals who contribute to the strength and diversity of our industry.

All entries must demonstrate excellence achieved during the judging period.

The 2026 Mumbrella Awards are organised into five overarching themes that reflect the full spectrum of creative, commercial, and cultural achievement across the industry.

1. Campaign Excellence

Recognising outstanding ideas, execution, and effectiveness across creative, media, digital, experiential, and purpose-led work.

2. Craft and Innovation

Celebrating artistry, design, storytelling, and creative innovation in all forms.

3. Specialist Disciplines

Honouring excellence in media, retail, influencer, data, content, and sustainability practices.

4. Agency and Team Awards

Highlighting the strength of agencies, marketing teams, and leadership through creativity, performance, and culture.

5. Culture and Values Awards

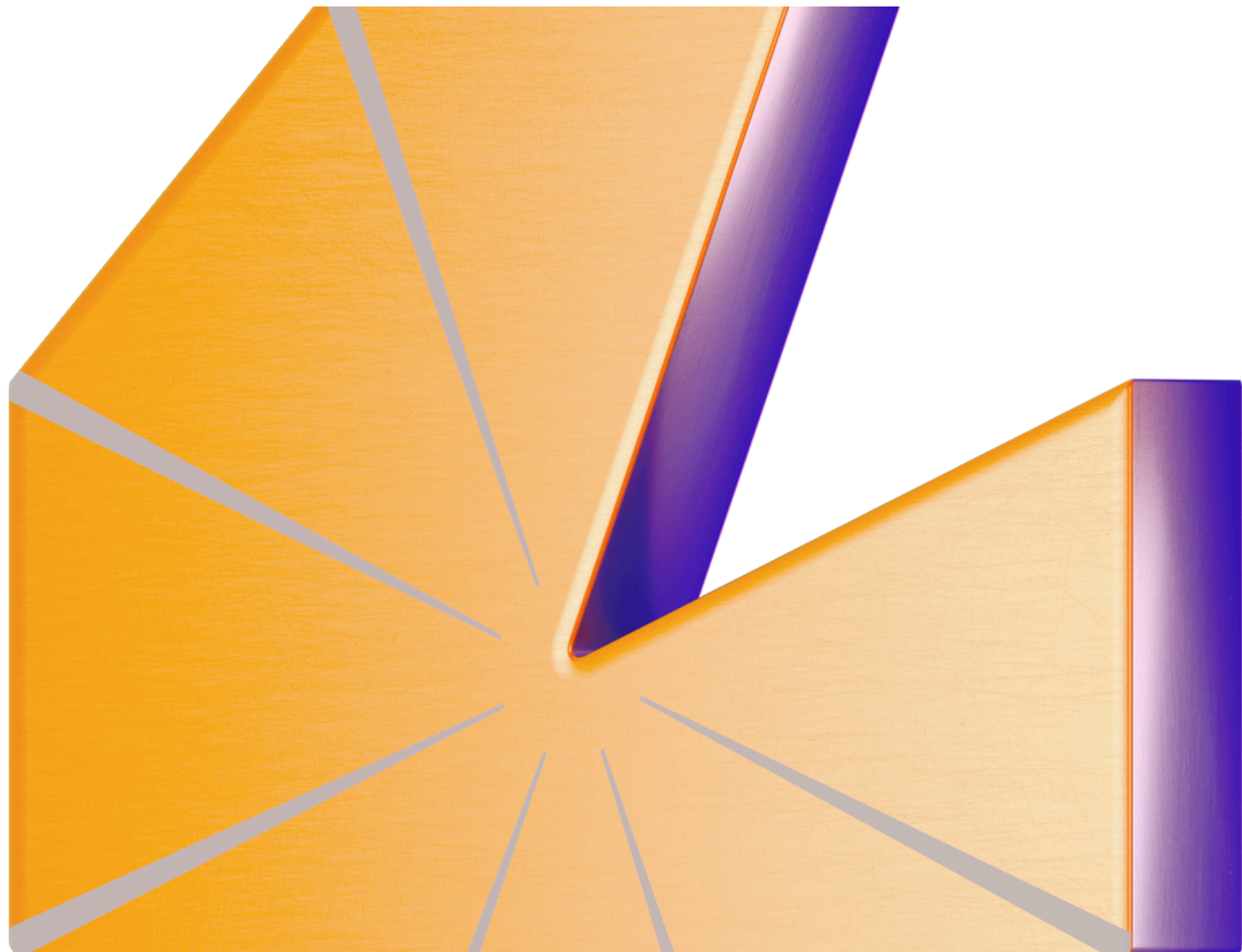
Acknowledging the people and organisations setting new benchmarks in collaboration, bravery, innovation, and workplace culture.

Scoring Framework

To ensure fairness, transparency and consistency across all categories, the 2026 Mumbrella Awards will adopt a standardised three-pillar judging model:

- 1. Idea:** the strength of the strategic thinking, insight and originality behind the work.
- 2. Execution:** the quality of the creative delivery, innovation and craft.
- 3. Effectiveness:** the measurable impact of the work against its objectives.

Judges are instructed to assess **effectiveness** relative to scale, spend, and ambition, so that smaller campaigns and emerging teams are not disadvantaged.



Note for jurors:

Effectiveness measures the degree to which the work achieved its stated objectives, relative to scale, resources, and category context. Effectiveness may be expressed through commercial performance, brand perception, audience engagement, behaviour change, or cultural impact.

All entries are judged on the same core pillars, adapted for each category. Judges assess every entry independently before discussion and scoring moderation.

- **Idea** – 30%
- **Execution** – 30%
- **Effectiveness** – 40%

For creative craft categories:

- **Idea** – 40%
- **Execution** – 50%
- **Effectiveness** – 10%

For agency, culture, and leadership categories, specific scoring frameworks are outlined within each section.

Judges will be looking for transparency, evidence, and measurable impact. The more clearly you can demonstrate effectiveness, the stronger your entry will be.

Entries lacking evidence of results are unlikely to be shortlisted.

Entrants must disclose any use of AI tools or technologies in the creation, production, or optimisation of their work. This ensures transparency and allows judges to consider creative intent and technological execution appropriately.

THE CATEGORIES



CAMPAIGN EXCELLENCE

- Ad Campaign of the Year >
- Creative Effectiveness >
- Omnichannel Campaign of the Year >
- Small Budget, Big Impact >
- Purpose and Impact Campaign >

CRAFT & INNOVATION

- Film and Motion Craft >
- Design and Visual Craft >
- Digital and UX Craft >
- Real-Time and Responsive Marketing >
- Creative Excellence in AI and Emerging Tech >
- TV Ad of the Year >

CULTURE & VALUES AWARDS

- Mumbrella Award for Bravery >
- Mumbrella Award for Collaboration >
- Mumbrella Award for Culture >
- Mumbrella Award for Innovation >

SPECIALIST DISCIPLINES

- Media Campaign of the Year >
- Best Use of Retail Media >
- Social-First Idea of the Year >
- Best Influencer or Creator Strategy >
- Experiential and Live Campaign of the Year >
- Content Marketing Strategy of the Year >
- Best Use of Data and Insight in Marketing >
- Pro Bono Campaign of the Year >
- Sustainability & Responsibility in Marketing >

AGENCY & TEAM AWARDS

- Agency of the Year >
- Creative Agency of the Year >
- Media Agency of the Year >
- PR Agency of the Year >
- Full-Service Agency of the Year >
- Independent Agency of the Year >
- Emerging Agency of the Year >
- Specialist Agency of the Year >
- Marketing Team of the Year >
- Sales Team of the Year >
- Emerging Talent of the Year >
- Brand of the Year >
- Holdco of the Year >
- Industry Leader of the Year >



Ad Campaign of the Year

This category recognises the best campaign on behalf of a brand or product. Joint entries from multiple agencies 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 approval.

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

In no more than 500 words, explain the brief and the solution. In a further 500 words, set out the results, including metrics such as sales, traffic, coverage, and brand awareness.

Multiple entries based on separate campaigns are permitted.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges are looking for comprehensive success metrics. Be transparent. The more budgets and ROI evidence you can share, the more credible your entry will be.

Creative Effectiveness

This award recognises campaigns that demonstrate clear and measurable impact on business results through creativity. It celebrates ideas that worked - campaigns that delivered exceptional outcomes through the power of creative thinking.

In no more than 500 words, outline the strategic challenge, insight, and creative idea. In a further 500 words, explain how creativity drove tangible results, supported by metrics such as sales growth, market share, brand health, or engagement uplift.

Entries must clearly show how creativity contributed directly to effectiveness.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will expect evidence of measurable success. Entries that do not include data demonstrating impact are unlikely to be shortlisted.



Omnichannel Campaign of the Year

This category celebrates the best integrated campaign which integrated digital and physical channels to provide a single, consistent, and seamless brand experience, and measurable results.

In no more than 500 words, outline the campaign's overarching strategy, use of data and customer insight, and explain how channels were selected and connected to achieve the desired outcome, customer insights and strategic solutions. In a further 500 words, detail the results, providing evidence of performance and integration effectiveness.

Entries should demonstrate how the campaign's creative and strategic cohesion enhanced effectiveness across media touchpoints.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Small Budget, Big Impact

This category recognises campaigns that achieved outstanding results on a total budget under AUD \$50,000 (excluding GST). The total includes agency services, media spend, talent, and production costs.

Entries must show how creative and strategic thinking maximised limited resources to deliver meaningful outcomes.

In no more than 500 words, outline the insight or idea behind the campaign. In a further 500 words, explain the execution and results, supported by metrics demonstrating success.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges are looking for credible evidence that results were achieved within the stated budget. Be transparent about cost allocation and impact.



Purpose & Impact Campaign

This category recognises campaigns that delivered meaningful social, cultural, or environmental impact. It celebrates work created with purpose that resulted in measurable change - for people, communities, or the planet.

Entries may come from brands, agencies, or partnerships between the two.

In no more than 500 words, describe the issue, insight, and creative solution. In a further 500 words, detail how the campaign achieved tangible impact, including metrics such as behavioural change, awareness growth, funds raised, or measurable sustainability outcomes.



Film & Motion Craft

This category recognises outstanding craft in film, television, or motion-based work. It celebrates excellence in storytelling, direction, cinematography, editing, sound, or animation that elevates a creative idea.

Entries may include television commercials, branded films, online video content, or other moving-image formats.

In no more than 500 words, describe the creative challenge and the craft approach taken to bring the story to life. In a further 500 words, outline the creative process, execution, and results.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will assess both the quality of the creative idea and the authenticity of its impact. Entries must demonstrate real outcomes, not simply awareness or intent.

Scoring

Idea
40%

Execution
50%

Effectiveness
10%

Judges will reward originality, craft excellence, and storytelling that meaningfully supports the idea and commercial objective.



Design & Visual Craft

This category recognises exceptional design thinking and visual craft that contributed to a campaign's success. Eligible work includes branding, art direction, typography, photography, illustration, packaging, and environmental or digital design.

In no more than 500 words, outline the brief and creative concept. In a further 500 words, describe the craft process, execution, and how the design enhanced impact or brand recognition.

Scoring

Idea
40%

Execution
50%

Effectiveness
10%

Judges will reward originality, aesthetic excellence, and design that elevates both creative intent and commercial outcomes.

Digital & UX Craft

This category recognises excellence in user experience and digital product design. The end product may include a website, app, digital service, or hybrid physical-digital experience.

Entries should demonstrate how insight, design, and execution worked together to solve a business problem and improve user outcomes.

In no more than 500 words, explain the research and insight that led to the solution. In a further 500 words, outline the execution, creative process, and results.

Scoring

Idea
40%

Execution
50%

Effectiveness
10%

Judges will be looking for clarity of purpose, innovation in design, and evidence that the user experience directly improved engagement or performance metrics.



Real-Time & Responsive Marketing

This category recognises the best use of real-time or reactive marketing, where brands have effectively responded to live events, trends, or cultural moments to achieve impact.

Entries may include social, digital, or traditional media executions.

In no more than 500 words, describe the insight, trigger, or event that inspired the response, and the creative approach taken. In a further 500 words, outline the execution and measurable results.

Scoring

Idea
40%

Execution
50%

Effectiveness
10%

Judges will assess speed, originality, and cultural resonance, as well as the degree to which the response delivered measurable outcomes.

Creative Excellence in AI & Emerging Tech

This award celebrates creative innovation using AI or emerging technologies to deliver a new kind of storytelling, design, or customer experience in service of a brand objective.

Entries may involve artificial intelligence, machine learning, augmented or virtual reality, new creative tools, or emerging media platforms.

In no more than 500 words, describe the idea, technology, and creative process. In a further 500 words, explain how the use of AI or emerging technology contributed to creative excellence and effectiveness.

Scoring

Idea
40%

Execution
50%

Effectiveness
10%

Judges will reward ideas that use technology creatively rather than for novelty's sake, demonstrating artistic merit and measurable impact.





CRAFT & INNOVATION AWARDS

TV Ad 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.



CULTURE AND VALUES AWARDS

Mumbrella Award for Bravery

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

This award recognises a risk-taking piece of work where genuine courage was shown. The focus is on the decision to take the risk, not simply on the outcome. Whether in challenging convention, taking creative risks, or standing up for what's right, this award celebrates the moments where bold choices have advanced the industry, inspired others or led to lasting positive change.

In no more than 500 words, describe the opportunity and the scale of risk, how the decision was made, and what was learned as a result.

The jury will not judge the entry on whether it succeeded, but on the bravery and learning it demonstrated.

Scoring

Thought Process
20%

Bravery of the
Decision
40%

Lessons Learned
40%

Judges will value authenticity and insight into how risk led to growth or change.



Mumbrella Award for Collaboration

This category recognises the most effective collaboration between a marketing team and its partners, including agencies and media companies. Joint entries are mandatory and must include at least two partners.

In no more than 500 words, outline how all parties worked together, including structure, communication, and execution. In a further 500 words, describe the results, including metrics such as sales, traffic, awareness, or coverage.

Scoring

Collaboration
30%

The Work
40%

Effectiveness
30%

Judges will reward entries that show genuine partnership, shared accountability, and measurable success achieved through collaboration.

Mumbrella Award for Culture

This category recognises the most positive and high-achieving workplaces within the media and marketing industry. It is open to agencies, media owners, and marketing teams.

In no more than 500 words, outline innovation in recruitment and retention, staff development, workplace culture, and performance outcomes. Include details of gender and cultural diversity, retention rates, and any plans in place to build on these achievements.

Scoring

Recruitment Strategy
20%

Retention Strategy
20%

Training &
Development
20%

Evidence of Being a
Desirable Workplace
20%

Performance Culture
20%

Judges will assess the quality and sustainability of the workplace culture, not just perks or surface-level initiatives.



CULTURE AND VALUES AWARDS

Mumbrella Award for Innovation

This category celebrates initiatives that represent new thinking with lessons for the wider industry - the “I wish I’d thought of that” award.

Entries may include new marketing strategies, technology applications, creative executions, cultural or structural innovations, or partnership models.

In no more than 500 words, tell the story of the innovation, its purpose, process, and impact.



SPECIALIST DISCIPLINES AWARDS

Media Campaign of the Year

This category recognises the best media planning and strategy on behalf of a brand or product.

Joint entries from multiple agencies are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo entries should ensure client approval.

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

In no more than 500 words, outline the brief and solution. In a further 500 words, detail the results, including metrics such as sales, traffic, coverage, and brand awareness.

Multiple entries based on separate campaigns are permitted.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will reward originality, applicability, and evidence of meaningful outcomes or transformation.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges are looking for clear evidence of planning, channel integration, and measurable business outcomes.



Best Use of Retail Media

This category recognises excellence in the use of retail media platforms to connect brands with shoppers.

Entries should demonstrate innovative use of data, creative integration, and effectiveness in driving sales or brand outcomes. Jurors will look for work which successfully leveraged customer insights, innovation and collaboration with retail partners to drive exceptional commercial results.

In no more than 500 words, explain the challenge, insight, and retail media strategy. In a further 500 words, outline execution and measurable results, such as sales uplift, basket size, or conversion improvements.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will reward originality and effectiveness in how retail media was used to create a measurable business impact.

Social-First Idea of the Year

This category recognises the strongest social-first idea delivered on behalf of a brand or product campaign. Entries may include social-only campaigns or broader initiatives where social played a central and defining role in the idea.

The jury is looking for work that demonstrates a clear understanding of social platforms, audience behaviour and cultural context, resulting in an idea informed by platform-native behaviour, community insight and executional intelligence, and realised primarily through social environments.

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

In no more than 500 words, entrants must explain the brief and the thinking behind the idea, including why social was the most effective channel for execution.

In no more than 500 words, entrants must set out the results, including evidence of effectiveness. Metrics may include engagement, reach, earned amplification, traffic, sales, brand impact or other outcomes relevant to the original objectives.

Multiple entries based on separate campaigns are permitted.

Scoring

Idea & Insight
30%

Execution & Use of Social Platforms
30%

Effectiveness and Outcomes
40%





Best Influencer or Creator Strategy

This category recognises campaigns that have effectively used influencers or creators to drive engagement, reach, and results.

Entries should clearly show how the influencer’s channels and voice were used to authentically connect with audiences.

In no more than 500 words, explain the insight, research, and strategy behind the influencer or creator partnership. In a further 500 words, detail execution and results, including engagement metrics, conversions, or sentiment shifts.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges are looking for creativity in approach, strength of partnership, and demonstrable outcomes beyond reach alone.

Experiential & Live Campaign of the Year

This category recognises the most creative and effective use of experiential or live marketing - including events, activations, and in-person brand experiences.

Entries may be standalone activations or part of larger campaigns.

In no more than 500 words, describe the business case, idea, and creative approach. In a further 500 words, explain the execution and outcomes, including results such as attendance, engagement, earned media, or sales impact.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will reward campaigns that demonstrate strong creative ideas and measurable engagement outcomes.





Content Marketing Strategy of the Year

This category recognises the best use of content to build brand affinity, engagement, or business results.

Eligible work may include brand-funded entertainment, web-based content, native advertising, brand journalism, podcasts, or white papers.

In no more than 500 words, explain the brief and content strategy. In a further 500 words, set out the results, including metrics such as reach, engagement, sales, or brand lift.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will look for strong narrative strategy, measurable impact, and originality in execution.

Best Use of Data & Insight in Marketing

This category recognises outstanding use of data and insight to inform marketing strategy and deliver measurable results.

In no more than 500 words, explain how data was gathered, interpreted, and applied to drive creative or strategic decisions. In a further 500 words, describe the execution and outcomes.

Winning entries will demonstrate sophisticated or original use of data beyond standard analytics.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will reward entries that show clear linkage between insight and performance outcomes.





Pro Bono Campaign of the Year

This category recognises the best campaign carried out free of charge on behalf of a charity, cause, or not-for-profit organisation.

Entries may come from any type of agency or partnership and can include a single execution or up to 10 examples of work.

In no more than 500 words, explain the brief and strategy. In a further 500 words, describe the execution and results, including metrics such as awareness, engagement, or funds raised.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will prioritise authenticity, impact, and evidence that the work delivered real benefit for the intended cause.

Sustainability & Responsibility in Marketing

This award recognises marketing campaigns, initiatives, or business practices that demonstrate leadership in sustainability, ethics, or corporate social responsibility.

Entries should show a tangible commitment to environmental or social progress through brand actions, not just communications.

In no more than 500 words, describe the challenge, insight, and strategic approach. In a further 500 words, outline the execution and measurable outcomes, such as emissions reduction, social impact, or cultural change.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%

Judges will be looking for authenticity, verifiable impact, and long-term thinking.





Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%

Judges will assess creative quality, effectiveness, and consistency across the year.

Creative Agency of the Year

This award celebrates creative excellence, innovation, and effectiveness across a body of work produced within the judging period.

Entries can represent either a single office or a network, depending on how the P&L is structured. Where applicable, judges will take into account the size and scale of the business.

In two case studies of no more than 500 words each, demonstrate the agency's most outstanding work. In an additional 500 words, provide an overview of the agency's year, including commercial success, momentum, and contribution to the industry.

Agency of the Year

This category recognises the overall best-performing agency of the year, drawn from the winners of Creative Agency, Media Agency, PR Agency, Full-Service Agency, Independent Agency, Specialist Agency, and Emerging Agency of the Year.

Judges will consider consistency, innovation, culture, creativity, and effectiveness across multiple disciplines.

Entrants do not apply directly for this category; the winner is selected by the Grand Jury based on performance across all entered categories.





Media Agency of the Year

This category recognises excellence in media planning, strategy, and buying, alongside innovation in partnerships and data-driven creativity.

Media agencies must both plan and buy media. Strategy-only or buying-only operations should enter Specialist Agency of the Year.

In no more than two case studies of 500 words each, describe campaigns that exemplify the agency's strengths. In an additional 500 words, outline commercial success, client retention, and industry impact.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%

Judges will consider results achieved relative to scale and client base.

PR Agency of the Year

This category recognises the public relations agency that has demonstrated outstanding results through strategy, creativity, and execution.

In two case studies of no more than 500 words each, present campaigns that best illustrate the agency's creativity and impact. In a further 500 words, detail commercial performance, team culture, and contribution to the industry.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%

Judges will assess creative quality, effectiveness, and consistency across the year.





Full-Service Agency of the Year

This category recognises agencies that provide both creative and media planning/buying services for the same clients. Entrants must have delivered both functions for at least two clients during the judging period.

In two case studies of no more than 500 words each, present campaigns that best illustrate the agency's creativity and impact. In a further 500 words, detail commercial performance, team culture, and contribution to the industry.

Case studies should demonstrate the value of integrated delivery and measurable results.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%

Independent Agency of the Year

This category celebrates agencies that are at least 51% locally owned and operated in Australia or New Zealand.

Entries should highlight creative excellence, financial growth, and cultural leadership achieved without holding-company support.

In two case studies of no more than 500 words each, present campaigns that best illustrate the agency's creativity and impact. In a further 500 words, detail commercial performance, team culture, and contribution to the industry.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%





Emerging Agency of the Year

This category recognises agencies that have been in operation for no more than two years at the start of the judging period.

Entries should demonstrate momentum, creativity, and the ability to punch above their weight.

In two case studies of no more than 500 words each, present campaigns that best illustrate the agency's creativity and impact. In a further 500 words, detail commercial performance, team culture, and contribution to the industry.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%

Specialist Agency of the Year

This category celebrates agencies that operate within a defined discipline such as digital, direct, data, or strategy, and cannot otherwise enter another agency category.

In two case studies of no more than 500 words each, present campaigns that best illustrate the agency's creativity and impact. In a further 500 words, detail commercial performance, team culture, and contribution to the industry.

Scoring

The Work
30%

Commercial Success
25%

Culture
20%

Innovation
15%

Industry Contribution
10%





Marketing Team of the Year

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

Entries should include:

- One case study of a key marketing project carried out during the judging period (500 words)
- Tangible outcomes achieved (500 words)
- How the team collaborates with external partners (500 words)
- A description of the team's culture and development (500 words)

Scoring

Case Study
40%

Culture
20%

Outcomes
20%

Partnerships
20%

Sales Team of the Year

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

Entries should include:

- One case study of a key partnership carried out during the judging period (500 words)
- Tangible outcomes achieved (500 words)
- How the team collaborates with partners and clients (500 words)
- A description of the team's culture, staff development and delivering outcomes (500 words)

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

Scoring

Case Study
40%

Culture
20%

Outcomes
20%

Partnerships
20%

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





Emerging Talent of the Year

This category recognises individuals with up to five years of experience in the media and marketing industry who have demonstrated exceptional performance, creativity, or leadership potential.

In no more than 500 words, outline the entrant's key achievements to date, with emphasis on contributions within the judging period. Provide two testimonials: one from a senior leader within the organisation and one from a client or external collaborator.

Scoring

Achievements
60%

Testimonials
40%

Brand of the Year

This category recognises a brand that has demonstrated outstanding marketing performance, innovation, and effectiveness across the judging period.

In no more than 500 words, detail key marketing initiatives and their impact. In a further 500 words, describe the brand's cultural contribution, creativity, and measurable success.

Scoring

Idea
30%

Execution
30%

Effectiveness
40%



Holdco of the Year

This award recognises the top-performing holding company based on the collective success of its agencies across all categories.

The winner will be determined by an aggregate score of shortlists and wins across all eligible agencies within each holding group.

Five points will be allocated for each award win, and one point per shortlisted entry from within the holding company.

No separate entry is required.



Industry Leader of the Year

This category recognises an individual who has made a significant contribution to the media and marketing industry through leadership, innovation, and influence.

Entries may be self-nominated or submitted by an organisation.

In no more than 500 words, outline the entrant's key achievements and leadership impact during the judging period. Provide two testimonials of no more than 500 words each - one internal, one external, with weight given to the seniority of referees.

Scoring

Achievements
60%

Testimonials
30%

Audience Vote
(Live Presentation at
Mumbrella360)
10%

Finalists will present the non-commercially sensitive component of their entry live on stage at [Mumbrella360](#). A limited portion of the final score (10%) will be determined by audience vote, with the remainder based on the jury's assessment.

This initiative reflects the collaborative and transparent spirit of leadership the award seeks to celebrate.



THE SMALL PRINT

The judging period for the Mumbrella Awards 2026 is **March 7, 2025, March 6, 2026**.

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

All entries must be submitted **electronically** through the official awards website. No physical copies will be accepted.

KEY DATES

- Entries Open: Thursday, 27 November 2025
- First Entry Deadline: Friday, 6 March 2026
- Final Entry Deadline (with additional fee): Friday, 13 March 2026
- Live Judging Day: Thursday, 21 May 2026 at Hilton, Sydney (for most categories)
- Dinner Ceremony: Thursday, 23 July 2026 at The Star, Sydney

ENTRY REQUIREMENTS

Entries must adhere to the specified word counts and formats detailed in each category description. Supporting materials may include links, images, or attachments where relevant; however, judges are not required to review supplementary material in detail.

Where joint entries are submitted, all parties involved should approve the submission prior to entry.

For audiovisual work, videos should be supplied via a link to YouTube or Vimeo. Video content must feature the work only.

FINALIST PRESENTATIONS

In almost all categories, shortlisted entrants will present live to the jury. Creative Agency of the Year and Media Agency of the Year finalists will undergo final judging at their agencies during the week commencing 18 May 2026. All other categories will present in person in Sydney on May 21 at Hilton, Sydney. The exception to this rule is the category of Industry Leader of the Year, which will present live at Mumbrella 360 and the category of TV Ad of the Year, which goes to an extensive market research process.

The purpose of the presentation is to allow the jury to ask follow-up questions based on the written entry. Presentations should focus on reinforcing key evidence rather than introducing new material.

All team members presenting must be familiar with the content of the entry and confident in defending its claims.

JUDGING & DISQUALIFICATION

The decision of the jury is final, except where new information comes to light after judging, in which case Mumbrella may review the outcome.





...Continued

JUDGING & DISQUALIFICATION

The decision of the jury is final, except where new information comes to light after judging, in which case Mumbrella may review the outcome.

Where misleading or false information is supplied - whether intentional or not - Mumbrella reserves the right to disqualify an entry.

By submitting an entry, entrants agree that Mumbrella may run the awards process as it sees fit and that all decisions are final.

The awards are open to teams and work based, conceived, developed and delivered in **Australia and New Zealand**.

Information contained in entries may be used in the awards ceremony voiceover, the winners' brochure, and editorial coverage. All finalists must have a representative present to collect any award on the night.

ENTRY FEES

- **First Entry Deadline Fee:** AUD \$529 + GST per entry
- **Final Entry Deadline Fee:** An additional AUD \$100 per entry applies between 7 March and 13 March 2026.

All fees are non-refundable, including in cases of withdrawal, disqualification, or where an entry is not shortlisted.

*All transactions are in AUD and including GST.

*A payment processing fee applies to all card payments (VISA, Mastercard and Amex 1.75% inc. GST) in addition to your transaction.

IMPORTANT ENTRY TIPS

- Judges are looking for comprehensive evidence of success. Provide clear metrics such as ROI, engagement, or commercial outcomes wherever possible.
- Avoid vague or unsupported claims.
- Ensure all supporting data is verifiable and specific to the judging period.
- Entries that fail to demonstrate measurable impact are unlikely to be shortlisted.
- Entries perceived to be “scam work” - created primarily for award purposes rather than legitimate client objectives - will be disqualified.

CONTACT

For questions about eligibility, entry requirements, or technical assistance, please contact:

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