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ORIGIN LPG WINTER WARMERS CAMPAIGN WINS BIG FOR REGIONAL TV

Seven Affiliate Sales claimed the **2016 Media Federation Award** for 'Best Partner Initiative' last night in Sydney, a first for regional television.

The MFA judges commented that the campaign leveraged the unique relationship regional audiences have with TV Networks. Crucially, it demonstrated to the judges the return you can generate through a customised approach beyond the often-prioritised metro markets.

Commenting on the win, Prime Media Group General Manager Sales & Marketing **Dave Walker**, said, "This award recognises our great work with Origin LPG and illustrates how Seven Affiliate Sales continues to provide insight driven innovation which connects brands to regional Australian audiences."

"A huge thank you to Origin LPG, and all of our media partners for their support, which enables us to deliver market leading media solutions which resonate with local communities", added Seven Affiliate Sales Brand Partnerships Manager, **Stephen Johnston**.

The 2016 Media Federation Awards were held on Thursday 13th October at Australian Technology Park.

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