



Helia wins 'Best B2B Campaign' at the 2026 Mumbrella CommsCon Awards

Helia has won the 2026 Mumbrella CommsCon Award 'Best B2B Campaign', for our 'LMI Lets Me In' and '[LMI Lets Me Invest](#)' campaign.

The two integrated campaigns set out to reposition Lenders Mortgage Insurance (LMI) from last resort to strategic enabler and rebuild confidence across mortgage brokers and lending specialists. 'LMI Lets Me In' focused on LMI as a pathway to empower first-home buyers and upgraders to close the deposit gap, secure better homes sooner and stop waiting years to save a larger deposit. 'LMI Lets Me Invest' was an extension of the 'LMI Lets Me In' campaign, positioning LMI as a strategic pathway for investors to accelerate wealth through enabling earlier entry, equity leverage and portfolio growth.

The campaigns shared real stories and showcased moments where LMI let their clients into the property market sooner. Anchored in real experiences, both campaigns sought to make the message of the value of LMI more relatable, trusted and memorable.

According to Greg McAweeney, Helia's Chief Commercial Officer, "Helia exists to accelerate financial wellbeing through home ownership. With brokers influencing more than 77% of home loans¹, it made sense they were an integral focal point of the campaign".

"I couldn't be prouder of our team's creativity, dedication and hard work through the campaign. This recognition is a testament to our ongoing commitment to helping Australians realise their dream of home ownership sooner".

The 'Best B2B Campaign' award recognises campaigns that effectively connect with business audiences and decision-makers, driving awareness, consideration and demand. It highlights strategic and creative work that shapes reputation, engages professional audiences and delivers meaningful impact. You can see the full list of awards, finalists and winners [here](#).

For more information about Helia and our award-winning campaign, please get in touch with our Head of Marketing and Brand, Dimi Bartolillo: dimi.bartolillo@helia.com.au.

About Helia

As Australia's leading Lenders Mortgage Insurance (LMI) provider, we harness the power of 60 years' experience to help home buyers and investors achieve home ownership sooner. Since 2010, we have helped almost 1.2 million Australians achieve home ownership.

About the Mumbrella CommsCon Awards

The annual Mumbrella CommsCon Awards celebrate excellence in communications across Australia and New Zealand, recognising campaigns that shape reputation, build trust and navigate complexity.

¹ [Source: Mortgage Professional Australia, "Broker share of mortgage market surges at new record", citing MFAA data.](#)