

26 April 2017

Finalists & host announced for Siren Awards best radio ad of 2017

The best radio ad of 2017 will be battled out between 10 of Australia's leading agencies and production studios from Sydney, Melbourne and Perth as part of the national Siren Awards, which will be announced next month.

Last year's Gold Siren was won by Melbourne agency Clemenger BBDO for the Maltesers ad titled "Texas Chainsaw Massacre" created by Elle Bullen and James Orr. The Melbourne agency dominated the round wins this year and is credited with 11 of the 30 finalist nominations.

Creative radio ads promoting charities, road safety, beer, dog food, fast food, banks and public transport are amongst the high-quality entrants up for the Gold Siren Award this year.

Stand-up comedian and Fox FM, Melbourne breakfast presenter, Dave Thornton will host this year's Siren Awards in Melbourne on 11 May. Thornton has been part of Melbourne's Fox FM breakfast team since 2014 alongside Fifi Box, Byron Cooke and last year they were joined by Brendan Favola.

Thornton has appeared at the world's three major comedy festivals and his TV credentials include appearances on Network Ten's *The Project*, ABC TV's, *Agony Uncles* and as an actor in Channel Nine's *House Husbands* and the ABC TV's *Upper Middle Bogan*. Fresh from appearing at the Melbourne International Comedy Festival, Thornton will bring his honest, engaging and whip-smart humour to the stage at the announcement of the Siren Awards.

The Gold Siren winner will receive a trip to the Cannes Radio Lions in June, accompanied by the client of their winning campaign. In addition, Silver Sirens will be awarded to the winners of the three Siren categories of single, campaign and craft.

Chief executive officer of Commercial Radio Australia, Joan Warner said: "As an industry we want to recognise and promote excellent radio advertising. The Siren Awards provides agencies, clients and creatives a chance to put forward their best ads and for an opportunity to compete on the world stage at the Cannes Radio Lions Festival."

The winners are decided by the Siren Creative Council; a panel of creative directors from leading ad agencies. Finalists are selected from five rounds and final call of Siren voting throughout 2016-17. There is also a \$5000 cash prize for a client-voted award. A panel of clients vote for the best ad from the round 1- 5 overall winners and it is presented to the writers of the winning ad.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

The 2017 Siren Awards will take place on Thursday, 11 May at Alumbra, Central Pier, Docklands, Melbourne 6 – 9 pm.

Full list of 2017 Siren Award Finalists is attached (see next page)

To listen to the finalist ads click [here](#).

Tickets are now on sale. For further details see the www.sirenawards.com.au website.

Media contact: Melissa Fleming Ph: 0417 499 529 and Judy Shaw – 0418 415 965.



2017 Siren Award Finalists

Single

Clemenger BBDO, Melbourne, Adam Barnes & James O'Sullivan, Transport Accident Commission (Victoria), Surgeon
Clemenger BBDO, Melbourne, Adam Barnes & James O'Sullivan, Transport Accident Commission (Victoria), Pilot
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Myer, Give Registry – Towels
Clemenger BBDO, Melbourne, Evan Roberts & Stephen de Wolf, Transport Accident Commission (Victoria), Every Speed has a Consequence
Clemenger BBDO, Melbourne, Joe Sibley & Giles Watson, Mercury Cider, Handshake
Clemenger BBDO, Melbourne, Joe Sibley & Giles Watson, Mercury Cider, Sneeze
Clemenger BBDO, Melbourne, Richard Shaw & Russel Fox, PEDIGREE® DentaFlex™, Slipper Breath
Clemenger BBDO, Melbourne, Richard Shaw & Russel Fox, PEDIGREE® DentaFlex™, Tennis Ball Breath
Clemenger BBDO, Melbourne, Richard Shaw & Russel Fox, Victoria Bitter, Ticking Clock
M&C Saatchi, Sydney, Nick McHugh & Andrea Sarcullo, St. Vincent de Paul Society, Bedroom

Campaign

303MullenLowe, Perth, Joe Hawkins & Tommy Medalia, Road Safety Commission, Time With Mum
BMF, Sydney, Cam Blackley, Alex Derwin, Hans Christian Berents & Gooch Richards, ALDI Australia, Meet the Tinkletons
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Myer, Give Registry - Towels/Plate/Cup
Clemenger BBDO, Melbourne, Richard Shaw & Russel Fox, PEDIGREE® DentaFlex™, Dog Breath Campaign
Flagstaff Studios, Melbourne, Ellen Fromm & Isabella Caruso, Lost Dogs Home, Activities/Peak Season/Perfect Dog
Flagstaff Studios, Melbourne, Katie Britton & Jake Barrow, Lost Dogs Home, Nachos/Break In/Stayyyy
George Patterson Y&R, Melbourne, James Wills & Shane Dawson, Public Transport Victoria, Footy Horns
J. Walter Thompson, Perth, Tim Newton & Wilora Keeley, RAC Security, Alarms
Ogilvy, Sydney, Tristan Viney & Carl Robertson, KFC, Nigerian Prince/The Movies/Yoga
Ogilvy, Sydney, Tristan Viney & Carl Robertson, KFC, Sounds Like Bacon

Craft

Eardrum, Sydney, Paul Le Couteur (Flagstaff Studios), PEDIGREE® DentaFlex™, Gristle Breath
Eardrum, Sydney, Paul Le Couteur (Flagstaff Studios), PEDIGREE® DentaFlex™, Slipper Breath
Eardrum, Sydney, Paul Le Couteur (Flagstaff Studios), PEDIGREE® DentaFlex™, Tennis Ball Breath
Flagstaff Studios, Melbourne, Paul Le Couteur, ANZ, Explanation
Flagstaff Studios, Melbourne, Paul Le Couteur, Lost Dogs Home, Nachos
Flagstaff Studios, Melbourne, Paul Le Couteur, Mercury Cider, Sneeze
Flagstaff Studios, Melbourne, Paul Le Couteur, Public Transport Victoria, Hawthorn Horns
Flagstaff Studios, Melbourne, Paul Le Couteur, Transport Accident Commission (Victoria), Every Speed has a Consequence
Flagstaff Studios, Melbourne, Paul Le Couteur, Victoria Bitter, Ticking Clock
Soundbyte, Perth, Brad Habib, Road Safety Commission, Window