

20 March 2019

Clemenger BBDO Brisbane wins Round 5 of Siren Awards

Clemenger BBDO Brisbane has won round five of the 2019 Siren Awards, taking out the single, campaign and overall win with the ad campaign “Fun Money” for Keno.

Creative team Christie Luxton, Cristian Staal and Shaun Conroy from Clemenger BBDO Brisbane created the ads which include some inventive ways to spend Keno winnings. The three ads in the winning campaign focus on highlighting there are 7000 Keno winners an hour and when you win it’s “Fun Money” to spend on whatever you like. The ad “Barbershop” was part of the campaign win and won the single category.

Luxton, Staal and Conroy said: “We wanted the ads to be fun to listen to and have an unexpected element. The ads are unique, as we actually sang barbershop style on the track. It features a copywriter, a sound engineer and a couple of talented lads from sound studio Cutting Edge. Radio is such a powerful medium and awards like the Sirens help encourage us all to lift the bar creatively and use radio to best effect.”

The craft category was won by Cutting Edge sound studio engineer’s Mike Lange and Michael Thomas also with the Keno ad “Barbershop”.

Highly commended in the single category were two other Keno ads from Clemenger BBDO Brisbane creative team of Christie Luxton, Cristian Staal and Shaun Conroy, “Dubstep” and “Emails”.

In the campaign category three ads were highly commended. BMF agency creative team Chris Berents and Tom Johnson for the ALDI Christmas Ham, Lobster Tails, Panettone, Prawns, Pudding, Turkey, Champagne ad. JWT creative team Joe Hawkins and Dustin De Souza were highly commended for the Western Power ad “Make the Safe Call – Super Powers” and The Monkeys creative team Max Rapley and Tessa Chong for the IAG ad “NRMA Xmas”.

Four ads were highly commended in the craft category: “Fun Money – DubStep” for Keno from Cutting Edge sound studio engineers Mike Lange and Michael Thomas, “Apple Song” from In House Bunbury sound engineers Nat Marshall and Ethan Kavanagh for Custard & Co. Cue Sound, engineer Nick Gallagher was highly commended for the ad “Make the Safe Call – Special Sense” for Western Power. DDB Sydney sound engineer’s Danny Grifoni, Dave Perry and Ben Crabbe were also highly commended for the ad “Clown” for Westpac.

Joan Warner, CEO of Commercial Radio Australia said: “The entries into the Siren Awards have been outstanding this year and continue to showcase radio as an effective advertising medium.”

The Siren Awards, run by CRA, celebrate the best in radio advertising and are judged over five rounds throughout the year.

The 2019 Gold Siren winner will be announced in May 2019 and wins a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2019 Gold Siren Award also wins a ticket to Cannes. Silver Sirens are awarded in each of the three categories: single, campaign and craft. There is also a client-voted award, a \$5000 cash prize, presented to the writers of the ad voted the best, by a panel of clients.

Listen to Round 5, 2019 winning ads [here](#) at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).

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