



MEDIA RELEASE

8 April 2010

Finalists announced for year's best radio ad

The best radio ad of 2010 will be battled out between 25 ad agencies, radio stations and production studios as part of the national Siren Awards, which will be announced in Melbourne next month.

The finalists include some of the best known advertising agencies in Australia including DDB, Clemenger BBDO; Leo Burnett; GPYR and JWT as well as smaller agencies like US Sydney, The Brand Agency in Perth and Eardrum Australia in Sydney. Radio stations represented among the finalists include DMG Radio Australia in Brisbane, Southern Cross Media in Perth, Radio Station i98 in Wollongong and Austereo in Perth.

An overall winner, who receives the Gold Siren, as well as a winner in each of the three categories: single, campaign and craft, will be announced at a breakfast on May 7 in Melbourne. The breakfast will feature the finalists for the past twelve months and will be hosted by Ant and Becks, the new drivetime duo on ARN's Mix101.1 in Melbourne and Mix106.5 in Sydney.

The winner is decided by a panel of industry experts, known as the Siren Creative Council. The 2010 winner will be automatically entered into the Cannes Radio Lions – to be held in June and its writer will also win two tickets to attend the festival.

Last year's Gold Siren winner, a controversial advertisement called "21st Birthday" for Adults Surviving Child Abuse (ASCA), written by Steve Dodds from agency, Whybin TBWA in Sydney, was one of five Siren winners shortlisted for the Radio Lions at the Cannes Advertising Festival last year.

Chief executive officer of Commercial Radio Australia, Joan Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising and had grown in stature each year.

"Each year the Siren Awards continue to raise the bar in terms of creativity and originality. There have been nearly 600 entries again this year – a fantastic result which shows how important this Award has become," Ms Warner said.

The breakfast will be followed by the Sirens Workshop, a one-day, hands-on workshop that will include advice from Raph van Dijk, creative director at Eardrum and a panel session of radio directors and sound engineers. There will also be a special focus on digital radio and how best to write ads for the new technology using many of the new features like text and images.

Both the Sirens breakfast and Workshop will be held at The Point, Melbourne. The breakfast will run from 7.30am to 9.30am and the Workshop will follow the breakfast and includes lunch. Tickets are on sale now at \$65 for the breakfast and a table of ten is available for \$595. Tickets for the workshop start at \$159 and packaged prices are available. For a booking form and more information visit the Sirens website, www.sirenawards.com.au.

Media contact: Jenny Stevenson. Ph: 0402 214 039.

Media note: List of 2010 Siren Award Finalists is attached (see next page)

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

SINGLE

Austereo, Perth, Ryan Yip, The Bose Store, Noise Cancelling Headphones
Austereo, Perth, Ryan Yip, Black Tom's, Knock Off / Kick On
Clemenger BBDO, Adelaide, Matt O'Grady and Paul Stratton, Motor Accident Commission, Pilot
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Julian Schreiber & Tom Martin, Tena, Clothes
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 1
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Ant White & Russel Fox, Mars Pet Care, Fetch
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 3
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Valet
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Window
GPYR (on behalf of Flagstaff Studios), Melbourne, Simon Bagnasco, Noodle Box, Chris in a Box - Part 1
i98, Wollongong, Rob Sharples, Johnnys Meat and Seafood, Random
Leo Burnett, Melbourne, Andrew Woodhead, 7-Eleven, Summer's Getting Hotter
Leo Burnett, Melbourne, Andrew Woodhead, 7-Eleven, Fire Warning
Network Ten, Sydney, Andrew Garrick, Network Ten, Glee - Sue Sylvester
Southern Cross Media - Hot FM/RadioWest, Perth, Josh Langley, Main Roads WA, Snore
The Brand Agency, Perth, Des Hameister, RAC Roadside Assistance, SOS
The Brand Agency, Perth, Mitch Mitchell & Warrick Sears, Drug Aware, Paranoid
US Sydney, Nigel Clark & Adrian Ely, SBS, Madison Avenue Cookware
US Sydney, Danny Wehbe & David Roberts, SBS, Back to Back

CAMPAIGN

Clemenger BBDO, Melbourne, Julian Schreiber & Tom Martin, Tena, Feel Free To Laugh
Clemenger BBDO, Melbourne, Ant White & Russel Fox, Chum, Car Ride / Fetch / Mailman
Clemenger BBDO (on behalf of Flagstaff Studios) Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 1 / Directions 2 / Directions 3
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Valet / Window / Waitress
DMG Radio Australia, Brisbane, Cindy Donato, Greenbank RSL, Anger Mismanagement
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Foxtel, Movie Deal Campaign
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Foxtel, TV Promo
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Thredbo, Are You In?
GPYR (on behalf of Flagstaff Studios), Melbourne, Simon Bagnasco, Noodle Box, Chris in a Box - Part 1 / 2 and 3
JWT, Melbourne, Chris Andrews, Harsh Kapadia & James Orr, Skills Victoria, Piece of Paper
JWT, Sydney, Ben Clare & Steven Iannello, Nestle, Lifesavers Summer Shame Campaign
Leo Burnett, Melbourne, Paul Spelman & Tom Hazledine, Energy Australia, Whatever You're Digging For
Leo Burnett, Melbourne, Andrew Woodhead, Slurpee, Full Pool / Fire Warning / Sweden
Leo Burnett, Melbourne, Andrew Woodhead, Seek.com.au, If It Exists
Lifelounge, Melbourne, Daniel Pollock & David Ponce de Leon, Noodle Box, Lighten Up
Network Ten, Sydney, Andrew Garrick, Network Ten, Glee Launch Campaign
The Brand Agency, Perth, Mitch Mitchell & Danielle Glenister, RAC Insurance, A Lot of Help
The Brand Agency, Perth, Josh Edge & Rikki Burns, The Sunday Times, Good Books
US Sydney, Josh Moore, Danny Wehbe, Adrian Ely & David Roberts, Hachette, The Problem Fixer

CRAFT

Australian Radio Network, Melbourne, Ray Peters, Melton Toyota, Sharks
Best FX Adelaide, Pete Best & Scott Illingworth, Uniting Church, Loneliness
Best FX Adelaide, Scott Illingworth, Port Adelaide Football Club, It Starts Here
Best FX Adelaide, Pete Best & Scott Illingworth, Motor Accident Commission, Creepers - Work
Best FX Adelaide, Pete Best & Scott Illingworth, SA Government, Don't Cross The Line "Girls Night Out"
Best FX Adelaide, Pete Best & Scott Illingworth, SA Government, Don't Cross The Line "Texting"
Brainestorm, Perth, Marty Braine, Dorsonga, Fishing
Brainestorm, Perth, Nick Gallagher, Central Institute of Technology, Focus
Eardrum, Sydney, Rod Enright, KIA, No Two Souls
Eardrum / Sound Reservoir, Sydney, Paul Taylor, Sunday Times City2Surf, Morning Run
Eardrum / Sound Reservoir, Sydney, Paul Taylor, Sunday Times City2Surf, Beach Run
Eardrum / Sound Reservoir, Sydney, Paul Taylor, HBF, Passenger
Flagstaff Studios, Melbourne, Paul Le Couteur, DDB Melbourne, Announcement
Flagstaff Studios, Melbourne, Paul Le Couteur, Tena, Marry Me
Flagstaff Studios, Melbourne, Paul Le Couteur, NGV, Directions 1
Flagstaff Studios, Melbourne, Paul Le Couteur, Mars Pet Care, Fetch
Flagstaff Studios, Melbourne, Paul Le Couteur, Mars Pet Care, Car Ride
Flagstaff Studios, Melbourne, Paul Le Couteur, Noodle Box, Chris in a Box - Part 2
Risk Sound, Melbourne, Sandy Milne, Victoria University, Save the World
Risk Sound, Melbourne, Dylan Stephans, Save the Children, Reaching Five
Sound Reservoir, Sydney, Lukas Farry & Barry Stewart, Ikea, Kitchens
Sound Reservoir, Sydney, Barry Stewart, Air New Zealand, Big Shout Out
Soundbyte, Perth, Brad Habib, Office of Road Safety, Keep Breathing