



MEDIA RELEASE

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Ford's "Amazing Seven" ad wins Round 1 Sirens

An advertisement for Ford, written by Nick Weller and Phillip van Bruchem from agency, JWT Melbourne, has won the overall and single category for round one of the 2007 Siren Awards.

Called, "Amazing Seven", the ad uses the character of Yul Brynner and the Magnificent Seven concept to explain the benefits of the Ford Territory, specifically the seating for seven adults.

Judge, and winner of Sirens 2006 round five, John Mescall from Smart agency in Melbourne said: "Amazing Seven was clearly the best entrant in this round. Quirky idea, pretty well written, nice casting and production, and importantly no crappy voiceover at the end."

The same ad also won the craft category. The winner was sound engineer, Phil Kenihan from Front of House for his work on the "Amazing Seven" ad for Ford.

Judge and previous craft category winner, Vaughan Jones from radio station, Hot 91, Sunshine Coast said: "Amazing Seven is a well-crafted, clear and easy to ingest message. Well done."

Two ads for Ford won Highly Commended in the single category in round one. The ads, written by Scott Glennon from JWT Melbourne were "Dial-a-date" for Ford promoting a special offer on Falcon utes and "Trucker Radio", which promotes the Ford Territory's car-like handling compared to other 4WDs.

Winner of the campaign category was Cameron Hoelter and Josh Robbins from Clemenger BBDO Melbourne for an advertisement for Dulux called "Dulux Aquanamel Campaign" which promotes aquanamel paint.

Highly commended in the campaign category was Rob Sharples from Austereo Sydney for the advertisement "Timmy" for NEC.

Highly commended in the craft category were sound engineers, Shane O'Mara and Phil Kenihan from Front of House for "Trucker radio" for Ford.

The Siren Awards were established to help promote radio advertising and encourage excellence and creativity within the medium. Entries for Round 2 of the 2007 Awards are now open and will be received until July 31. Entry is free and judges base their decision on creativity, originality and impact. Commercials can be entered into three categories - Radio Single, Radio Campaign and Craft.

For more details or to enter the awards or listen to the winning commercials, visit the Siren Awards website at www.sirenawards.com.au.

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