



MEDIA RELEASE

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Carlton Draught wins Round 3 of 2007 Siren Awards

The popular Carlton Draught "Made from Beer" radio campaign by Melbourne agency, George Patterson Y&R, has scooped the top awards in round three of the 2007 Siren Awards.

The ad called "Carlton Draught Story", by Ant Keogh and Grant Rutherford, which tells the highly improbable story of the beginnings of the Carlton Draught brewery, was named single and overall winner.

George Patterson Y&R also took out the best campaign award for the winning ad which included two others in the same series titled "Made From Gold" and "Deep Voice".

Judges and previous round winners, Jonas Peterson and Paul Reardon from Clemenger BBDO, said the "Carlton Draught Story" was a worthy winner.

"They told a great story at a gentle pace," said Mr Reardon. "It was well branded and well directed. What's more it made me laugh. Out loud."

The ad's creators, Ant Keogh and Grant Rutherford, said they wanted to get back to basics with the ad.

"I don't know if it is unique but it has a fair sting in it. The main character dies. Most ads aren't so black probably. There's sophistication to doing a joke about the brewery being big, and taking over from the small guy and knowing that the audience will get that it is just a joke. Fosters were great because many clients wouldn't be prepared to do that joke, but I think one reason people like the campaign is that it treats them as intelligent," they said.

Among the other entries, an ad called "Chocolate Milk Song" for 7-Eleven by Andrew Woodhead from Leo Burnett Melbourne, was highly commended in the single category.

In the campaign category, three entries were highly commended. "The Strike Bowling Bar", a campaign of four 45 second ads to launch Strike Bowling Bar had the phones ringing hot from day one. The campaign was created by Kent Howlett from Hot Tomato on the Gold Coast.

The second highly commended was "RSPCA" for RSPCA by Tim Hamlin for DMG Radio Melbourne, an emotive and highly confrontational campaign urging people to "dob in" those who are cruel to animals.

"Yakka Fake Legends" for Hard Yakka, written by Andrew Wilson from Wilson Everard Advertising and featuring comedian Austen Tayshus in the role of Makka from Yakka, was also highly commended.

The winner of the craft category was an ad called "Cirrus Communications - Anywhere in the World" for Cirrus Communications. The ad was produced by Vaughan Jones from Hot 91 Sunshine Coast.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. The awards promote the importance of creativity as a way to make radio advertising more effective.

Round four of the Siren Awards is now open. Organisers are urging people to submit their entries before Christmas. Entries are free and can be submitted at www.sirenawards.com.au.

The annual winner from the creative categories is automatically entered into the Cannes Radio Lions in June 2007 and receives a trip for two to the world's biggest ad festival.

An exciting initiative that has recently been launched as part of the Sirens website is SiVi, a collection of funny, insightful and off the wall audio clips and commercials from around the world. Visitors to SiVi are invited to submit their own material, with the site designed to provide inspiration and ideas for radio ads. Listen or submit your own audio at www.sirenawards.com.au

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