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Snickers ad wins round 2 Sirens 2007

An advertisement for Snickers called "Hoedown", written by Paul Reardon and Jonas Peterson from agency Clemenger BBDO Melbourne, has won the overall and single category for round two of the 2007 Siren Awards.

Judges and previous round winners, Phil van Bruchem and Nick Weller from JWT Melbourne, said the ad was a worthy winner.

Phil said: "The winner of the longest radio commercial is also my winner for this round. The Snickers 'Hoedown' commercial is a nicely produced idea that has a rewarding finish to an entertaining two-minute journey."

Nick said: "The Snickers team should be congratulated firstly for securing a two minute spot. Then congratulated for using the time wisely. Granted, 90 seconds probably would have done them, but the long journey makes the end pay off that much stronger. A different and enjoyable twist to the 'Snickers Satisfies' brief."

Highly commended for the single category was an ad called "Hot Stuff" for Ford Motor Company's Falcon Ute, written by Scott Glennon from agency JWT in Melbourne.

Winner of the campaign category was an ad for SIDS called "Real Estate Agent, Switchboard, Mechanic", written by Jim Ingram and Ben Couzens from Smart agency in Melbourne.

Highly commended for the campaign category was an ad called "Betfair" for the online betting agency, written by Andrew Foote and Glenn Dalton from agency, Gas Inc.

Winner of the craft category was sound engineer, Rod Enright from agency Song Zu for an ad called "Workout" for Commercial Radio Australia.

Chief executive officer of Commercial Radio Australia, Joan Warner said the importance of good creative for radio had been highlighted recently with research by Millward Brown which looked at creative attributes of effective radio campaigns.

The research, "Radio's Advantage - Advertising Effectiveness Study", which was completed earlier this year, shows that radio advertisements with a strong call to action have been proven to increase website hits by 60 per cent.

"The research also found that when used in combination with television, strong radio creative can increase purchase intention among audiences. In the study, listeners exposed to radio creative in combination with television advertisements for a product, were 13 per cent more likely to choose that brand the next time they go shopping, compared to those exposed to television ads only," Ms Warner said.

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Other findings in the study showed that high levels of branding in radio ads has an impact and radio creative with a style established in earlier campaigns can generate increased awareness of the radio commercials and also increase enjoyment of the television advertisements.

The research is in line with overseas studies, which show that radio delivers branding and likeability and when working together with television, delivers higher awareness of a product.

The Siren Awards were established by the industry to help promote radio advertising and encourage excellence and creativity within the medium. 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. Entries for round 3 of the 2007 Siren Awards close on September 29 and entries for round 4 open in early October.

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