



# MEDIA RELEASE

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## Drug Aware ad wins Round 4 of Sirens

An ad for the West Australian government initiative, Drug Aware, about not driving on drugs, has won the overall and single categories for round four of the 2010 Siren Awards. The ad called "Paranoid" for Drug Aware, tells people about the dangers of driving on drugs and is part of an overall program to prevent young people using drugs. Written by Mitch Mitchell and Warrick Sears from agency, The Brand Agency in Perth, the ad was aired only at night to maximize its impact for its target audience.

Judge and previous round winners, Ed James, copywriter, and Jakub Szymanski, art director, from agency, DDB, Sydney said: "Paranoid was the one ad that actually took us by surprise. There was great writing in some of the other ads, and some great spots, but this one really stood out for us."

An ad for Main Roads WA, called Snore was highly commended in the single category. It was written by Josh Langley from radio station, Southern Cross Media - Hot FM/RadioWest in Bunbury.

Winner of the campaign category was three ads promoting the range of TAFE qualifications available in Victoria. Called "Piece of Paper", the campaign uses humour to highlight the variety of courses on offer at TAFE. The ads were written by Chris Andrews, Harsh Kapadia and James Orr from agency, JWT Melbourne for Skills Victoria.

Highly commended in the campaign category were three ads for online recruitment agency, Seek.com, called "If It Exists" and written by Andrew Woodhead from agency, Leo Burnett Melbourne.

Winner of the craft category was an ad for Save the Children promoting its Survive to Five campaign, called "Reaching Five", with sound engineer, Dylan Stephens from production studio, Risk Sound in Melbourne.

Judge and member of the Siren Council, Craig Moore, creative director, OneForAll in Sydney, said of the winning ad: "A lot of people go for the 'cute kid' route, usually to hide the lack of an idea, but is really hard to pull it off production wise. This one sounds great."

There were three highly commended ads in the craft category. They were an ad for the Uniting Church called "Loneliness", produced by sound engineers, Pete Best and Scott Illingworth from production studio, Best FX in Adelaide; an ad for Victoria University called "Save the World", with sound engineer, Sandy Milne from production studio, Risk Sound in Melbourne and an ad for smallgoods company, Dorsogna, called "Fishing", with sound engineer, Marty Braine from production studio, Brainestorm in Perth.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Entries for Round 5, 2010 are now open and close on 19 February. For more information visit the dedicated website [www.sirenawards.com.au](http://www.sirenawards.com.au).

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