



MEDIA RELEASE

29 March 2010

SBS ad wins Round 5 of Sirens

An ad promoting two television programs on SBS, Mythbusters and Man vs Wild, has won the overall and single categories for round five of the 2010 Siren Awards. The ad called "Back to Back" was written by Danny Wehbe and David Roberts from agency US Sydney. It is the second time an ad for SBS, created by agency, US Sydney has won in the 2010 Siren Awards.

Judge and previous round winner, Mitch Mitchell from agency, The Brand Agency in Perth said: "I think 'Back to Back' is the clear winner in the single category, it stood out a mile to me as being professionally executed with some great character reads and a nice idea too."

Writer, David Roberts said the agency was able to cast the real narrator of the show, Mythbusters in the ad.

There were two highly commended ads in the single category. They were both for 7-Eleven promoting slurpees and were called "Summer's Getting Hotter" and "Fire Warnings". Both ads were written by Andrew Woodhead from agency, Leo Burnett in Melbourne.

Winner of the campaign category was three ads promoting slurpees for 7-Eleven. The ads, called "Fire Warning, Sweden and Full Pool" were written by Andrew Woodhead from agency, Leo Burnett in Melbourne.

There were two highly commended ads in the campaign category. They were an ad for Foxtel called "Movie Deal Campaign" written by Ralph van Dijk and Simon Hills-Johnes from Eardrum Sydney and a campaign for Chum dog food called "Car Ride, Fetch, Mailman" and written by Ant White and Russel Fox from agency Clemenger BBDO Melbourne.

Winner of the craft category was an ad for Port Adelaide Football Club called "It Starts Here" with sound engineer, Scott Illingworth from production studio, Best FX Adelaide.

There were two highly commended ads in the craft category including an ad for the Motor Accident Commission called "Creepers – Work", produced by sound engineers, Pete Best and Scott Illingworth from production studio, Best FX in Adelaide. The other was an ad for the Central Institute of Technology, called "Focus", produced by sound engineer, Nick Gallagher 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. This year's Gold Siren Winner, equivalent to the best radio ad in Australia, will be announced in Melbourne on May 7, at The Point, Albert Park. The winner of the 2010 Siren Awards for creative excellence in radio advertising will be announced at a breakfast, hosted by Ant and Becks, the new drive time duo on ARN's Mix 101.1 in Melbourne and Mix 106.5 in Sydney.

Entries for round one of the 2011 Siren Awards are now open and close on May 14. For more information visit the dedicated website www.sirenavards.com.au. Media contact: Jenny Stevenson (0402) 214 039