



# MEDIA RELEASE

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## VB “Brocky” ad wins Rd 4 Sirens

Last year’s winners of the Gold Siren Award have won the overall and single category for Round 4 of the 2006 Awards.

Josh Stephens and Ben Coulson from George Patterson Y&R are the winners of Siren’s Round 4 for their ad “Brocky” for Fosters Australia (Victoria Bitter), which promotes the VB V8 Supercar sponsorship. Stephens and Coulson also won Highly Commended in the single category for another ad for VB called “Boony” – again for the VB V8 Supercar sponsorship.

Judge and winner of the previous round, Vince Lagana from Saatchi & Saatchi in Sydney said of the winning ad: “It was the only ad I wanted to listen to again. The message was clear and the promotion wasn’t forced. It was nicely executed.”

An advertisement promoting the UN Day for the elimination of violence against women won Highly Commended for the single category. Called “Lend a Hand” for Unifem, the advertisement was written by Kathy Mattick and Shannon Sutherland from Saatchi & Saatchi in Sydney.

Winner of the campaign category was Will Edwards of Airwaves Sound Studios for the Bundy and Cola/Lime campaign for Diageo. Highly commended in the campaign category were Simon Bagnasco and Michelle Withers from agency, Publicis Mojo for their campaign “Chocettes Radio”, for Cadbury.

The winner of the craft category was sound engineer, Dylan Stephens from agency Risk Sound for his work on the commercial “Don’t Take Taste Lightly” which promotes light beer. Agency Risk Sound also won Highly Commended in the craft category for work by sound engineer, James Ashton on the commercial “Fare Evasion Musical”. Creative director was Neil Mallett.

Judge of the craft category and previous winner, Paul Le Couteur from Flagstaff Studios in Melbourne, said the winning feature of the ad was perspective.

The Siren Awards were established to help promote radio advertising and encourage excellence and creativity within the medium. Winners are announced every two months and the annual Gold and Silver Siren winners will be announced on May 11 this year at a gala breakfast to be held at Taronga Zoo in Sydney. The Gold Siren winner from the creative categories will be automatically entered into the Cannes Radio Lions in June, and receive a free trip for two people to the event.

Entries for Round 5, the last for the 2006 Siren Awards, are now open and will be received until March 17. 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](http://www.sirenawards.com.au). A new dedicated Cannes section has also been added to the Siren Awards website, where you can listen to all of the winning advertisements from the 2005 Cannes Radio Lions.

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