

20 April 2006

## Bic pens ad wins Round 5 Sirens

An advertisement for Bic Pens, written by John Mescall, Rebecca Newman and Malcolm Chambers from agency, Smart in Melbourne, has won the overall and single category for round five of the Siren Awards, making it eligible to win the Gold 2006 Sirens, to be announced early next month.

Called, "Chicken Inseminator", the ad describes the disastrous results of what can happen when a pen fails in an exam. The judges said the campaign's strength was its simplicity combined with the power of creative casting.

The team from Smart also won a Highly Commended in the campaign category for their work for Bic Pens called "Radioactive, Guinea Pig, Chicken, Isolation Chamber."

Three ads in the single category received Highly Commended. They were: Ralph van Dijk from Eardrum for a Commercial Radio Australia ad called "VB" about the strengths of radio advertising; Nick Weller and Phillip Van Bruchem from agency JWT Melbourne for their ad "Klicken geh'n die scheren" for the Ford Motor Company and Doogie Chapman from agency Young & Rubicam Melbourne for an ad for the National Gallery of Victoria called "Landscape with Cattle."

Winner of the campaign category was Craig Moore and Rocky Ranallo from agency Clemenger BBDO, Sydney for the ad "Turin Topical" for AHL Thredbo – a series of ads "done on the run" during the winter Olympics.

Another highly commended in the campaign category was Doogie Chapman from Young & Rubicam Melbourne for his work for the National Gallery of Victoria called "Dutch Masters".

Winner of the craft category was sound engineer, Vaughan Jones from radio station, Hot 91, Sunshine Coast for an ad called "The Tadpole and the Egg" for IVF. Creative director was Kirsten Scholes.

Judge, Brad Grisaffe from Audiobrien said: "The IVF Sunshine Coast series covered a potentially difficult topic with great flair and humour through the excellent use of sound. These commercials are a great example of how imaginative "sound craft" coupled with strong writing can result in extremely effective radio."

Highly commended in the craft category was sound engineer, Marty Braine from Brainestorm Production in Perth, for his work for Collie Timber and Hardware called "Getting Wood".

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 2006 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 breakfast will be hosted by Nova 969's Bianca Dye. It will run from 8am to 9:30am and the Masterclass, a creative seminar focusing on comedy, will follow the breakfast and includes lunch. Tickets are on sale now at \$550 for the breakfast and Masterclass combined and \$60 for breakfast only. For more information contact phone 02 9281 6577 or to download your ticket booking form, visit the dedicated website [www.sirenawards.com.au](http://www.sirenawards.com.au).

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