



MEDIA RELEASE

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Winners announced for inaugural Siren Awards

Winners have been announced for the inaugural Siren Awards - a new national advertising award which recognises excellence in radio advertising.

The winners are from George Patterson Bates (Melbourne) who won the Radio Campaign category and was overall winner for Round 1 for the Victoria Bitter campaign.

Writer: Josh Stephens/Ben Coulson
Creative Director: James McGrath
Agency Producer: Julie Rutherford
Engineer: Steve Williams at GAS

141 Worldwide (Sydney) won the Radio Single category for the Lost Chicken Helpline for Malibu.

Creative Director: Mark Collis
Writer: Stephen Coll
Art Director: Sian Binder

Highly commended was awarded to Sue Campagnaro from Proximity (Adelaide) for The Music Lesson for Skycity and also Steve May and Eron Broughton from Saatchi & Saatchi (Sydney) for Good Kick for Lion Nathan.

Head judge, Jonathon Kneebone from Glue Society said good radio commercials were hard to ignore and an audience instinctively knew when something was worth listening to. "The winning commercial was the idea that was the most sure of itself. It engages you within a second. It takes you on a ride and it leaves you feeling like it was time well spent," Mr Kneebone said.

"Just as good radio presenters have a confidence that makes you want to lap up every moment when they are on air, so too with radio advertising. You instantly latch on to the confident stuff."

The judging panel of the inaugural Awards consisted of leading creatives from national advertising agencies including Jonathon Kneebone (Glue Society); Peter Baker (Glue Society); Craig Moore (Campaign Palace); Brad Grisaffe (Audio brien); Stephen Yolland (Decisions, Decisions); Peter Withy (KWP! Advertising) and Ralph van Dijk (Eardrum).

Judges based their decision on creativity, originality and impact. The winning ads can be heard on the website, www.sirenawards.com.au.

Chief executive officer of Commercial Radio Australia, Joan Warner said 134 entries were received for the inaugural Awards – 101 for the Radio Single category and 33 for the Radio Campaign category.

“This is a tremendous response for the inaugural awards and highlights the enthusiasm for the idea by the advertising and radio industries,” Ms Warner said. “Entries were also received across a range of industries reflecting the diversity and breadth of advertisers on radio and also included an excellent mix of humour and straight ads highlighting the creativity of radio.”

The Siren Awards were developed to help promote radio advertising and encourage excellence and creativity within the medium. Winners will be announced every two months and an annual winner automatically entered into the inaugural Cannes Radio Award in June 2005.

The next round of the Siren Awards is open with entries to close by Friday, January 7, 2005. The winners of round one will undertake judging for the next round with the winner announced in February. Entry is free with the award presented for material that has aired between January 2004 and December 2004. There are two categories - Radio Single and Radio Campaign. A Radio Campaign consists of no less than three different commercials. To enter the Siren Award, go to a dedicated website: www.sirenawards.com.au and follow the prompts.

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