



MEDIA RELEASE

22 June 2010

Australian radio shortlisted at Cannes

Ten of the seventeen Australian radio ads shortlisted overnight for the Radio Lions at the Cannes Advertising Festival have been Siren Awards winners over the past twelve months.

Chief executive officer of Commercial Radio Australia, Joan Warner said this was an excellent result and highlighted the importance of the Siren Awards in helping lift radio advertising standards in Australia. "This is a pleasing result – and congratulations to all the ads shortlisted, which is an excellent result up against the best of the best radio ads around the world," Ms Warner said.

The shortlisted Australian ads are: (listed by agency, client and title)

Clemenger BBDO Melbourne, Mars Pet Care, "Car Ride"*
Clemenger BBDO Melbourne, Mars Pet Care, "Fetch"*
Clemenger BBDO Melbourne, Mars Pet Care, "Mail Man"*
DDB Sydney, McDonalds, "Buses"
DDB Sydney, McDonalds, "Valet"*
DDB Sydney, McDonalds, "Waitress"*
US Sydney, Luxbet, "Lions versus Kangaroos"
Meerkats Perth, HBF "Chaos"
Meerkats Perth, HBF, "Sound of Nothing"
Meerkats, Perth, HBF, "Your Passenger"*
Leo Burnett Melbourne, Seek, "After Life Lawyers"*
Leo Burnett Melbourne, Seek, "Holy Water Delivery Man"*
Marketforce, Perth, Office of Road Safety, "Breathe"*
303 Sydney, Office of Road Safety, "Lose your licence in a flash"
Leo Burnett Sydney, Diageo Australia, "Groceries"
Leo Burnett Melbourne, Seek, "Gourmet Zoo Chef"*
Leo Burnett Sydney, WWF, "Earth FM"
(*Sirens entrants)

Ms Warner said this was the fourth year in a row that Sirens winning ads had made it to the shortlist with the 2007 winner eventually taking out the Grand Prix Radio Lions and the 2008 winner taking out a Silver Radio Lion.

"This is great news for the Australian radio industry which has been working hard to ensure both the quality and creativity of radio ads have improved over the past few years. International recognition, like making the shortlist at Cannes, is proof that these efforts are reaping rewards," Ms Warner said.

The national Siren Awards, now in their sixth year, are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

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