



MEDIA RELEASE

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Australian radio winners at Cannes

Twelve of the seventeen Australian radio ads shortlisted for the Radio Lions at the Cannes Advertising Festival have been successful at this year's event winning either Silver or Bronze Lions.

Chief executive officer of Commercial Radio Australia, Joan Warner said this was an excellent result, as six of the Cannes award winning ads were also Sirens winners over the past twelve months.

"This is a strong result for Australia and congratulations to all the winners and the ads shortlisted, which is an excellent result up against the best of the best radio ads around the world," Ms Warner said.

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

Silver Lion

Clemenger BBDO Melbourne, Mars Pet Care, "Car Ride"*

Clemenger BBDO Melbourne, Mars Pet Care, "Fetch"*

Clemenger BBDO Melbourne, Mars Pet Care, "Mail Man"*

Meerkats Perth, HBF "Chaos"

Meerkats Perth, HBF, "Sound of Nothing"

Meerkats, Perth, HBF, "Your Passenger"*

Leo Burnett Sydney, WWF, "Earth FM"

Bronze Lion

DDB Sydney, McDonalds, "Buses"

DDB Sydney, McDonalds, "Valet"*

DDB Sydney, McDonalds, "Waitress"*

US Sydney, Luxbet, "Lions versus Kangaroos"

Leo Burnett Sydney, Diageo Australia, "Groceries"

(*Sirens winners)

"The Australian industry has been working hard over the past few years to improve radio ads and recognition at renowned international festivals is very important," 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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