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## New Awards for Radio Ads

A new national advertising award for creative agencies, recognising excellence in radio advertising, has been established as part of the radio industry's push to promote radio advertising in creative and advertising agencies. The Siren Award has been established via a dedicated website with winners announced every two months and an annual winner automatically entered into the Cannes Lions Radio Awards.

The establishment of the Award, named after the Greek mythology figure which boasted the sweetest voice, was announced following the inaugural meeting of the Siren Creative Council last month, (formerly called the Creative Advisory Committee), which includes key creative directors from leading national advertising and creative agencies and senior executives from the radio industry.

Chief executive officer of Commercial Radio Australia, Joan Warner, said the new Award would be supported by both the advertising and radio industries and was about providing important peer recognition for writing excellent and innovative creative for radio.

"Peer recognition, as well as education and training, are important elements in lifting the bar for creative in radio advertising and providing the medium the recognition it deserves," Ms Warner said.

Entry for the Award is free and entrants will be encouraged from creative and advertising agencies with the initial Award presented for material that has aired between January 2004 and March 2005. Inaugural judging will be undertaken by the Siren Creative Council and then the bi-monthly winner will judge the next entries. The winning advertisements will be accessible on the website which, over time, will provide an archive of Award-winning radio advertisements.

Ms Warner said the new Award was an inspiring idea and highlighted the positive work the Council could do to promote radio advertising. "The Council will also consider other ideas to help promote radio advertising including broadening the education and training programs already on offer for radio copywriters and establishing a library of creative excellence including some of the best radio ads from around the world."

Creative Director for Commercial Radio Australia, Ralph van Dijk of advertising agency Eardrum said, "The timing of the new Siren Awards is perfect. There's a real buzz about the medium and a greater emphasis on radio creative. These Awards will help to inspire agencies and clients to invest more time, money and effort as well as recognise those that are currently doing it well. As a radio director, I'll be doing all I can to help teams win them by the boat load".

The Council, established in June to advise the radio industry on advertising issues and to help devise strategies to increase the industry's share of the advertising market, includes key creative directors and radio executives. Members include Ralph van Dijk (Eardrum); Peter Withy (KWP! Adelaide); Mike Edmonds (Meerkats Perth); Craig Moore (Campaign Palace Sydney); John Mescall (Smart Melbourne); Steve Yolland (Magnum Opus); Jonathon Kneebone (Glue Society Sydney), Ben Lilley (SMART); Sean Cummins (Cummins & Partners Melbourne) Matt McGrath (Young & Rubican); Mark Dove (George Patterson Partners, Sydney); Simon Collins (JWT Sydney); Rem Bruijn (McCanns Brisbane) and Bradford Grisaffe (Audio Brien).

For more information and to enter the Siren Awards, visit [www.sirenawards.com.au](http://www.sirenawards.com.au).

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# SIREN AWARDS

## Rationale for name

Most advertising awards have very literal names – AWARD, MADC, D&AD, London International. The Siren Creative Council wanted to come up with a more abstract name that was appropriate to radio, but also flexible enough to stand for more than just an awards scheme.

The word 'siren' has two meanings. A siren is commonly known as a device for cutting through and attracting notice. But in Greek mythology, the siren has an altogether more alluring and seductive meaning, as the name given to the beautiful creatures who would lure sailors to them by the sweetness and complexity of their song.

When faced with a radio brief, a creative has the opportunity to make an ad which both cuts through and attracts notice as well as using creativity to engage the listener and draw them in.

The Siren Awards will promote and reward the commercials which stand out from the crowd.

## The Awards Statuette

The half human/half bird image of the siren also lends itself to a statuette design. Most awards use either metal or perspex, but we are considering alternative materials like driftwood, glass or even fibreglass. Maybe the more unusual materials could be reserved for the year's Grand Prix winner.