



2010 Siren Award Finalists

Single

Austereo, Perth, Ryan Yip, The Bose Store, Noise Cancelling Headphones
Austereo, Perth, Ryan Yip, Black Tom's, Knock Off / Kick On
Clemenger BBDO, Adelaide, Matt O'Grady and Paul Stratton, Motor Accident Commission, Pilot
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Julian Schreiber & Tom Martin, Tena, Clothes
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 1
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Ant White & Russel Fox, Mars Pet Care, Fetch
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 3
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Valet
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Window
GPYR (on behalf of Flagstaff Studios), Melbourne, Simon Bagnasco, Noodle Box, Chris in a Box - Part 1
i98, Wollongong, Rob Sharples, Johnnys Meat and Seafood, Random
Leo Burnett, Melbourne, Andrew Woodhead, 7-Eleven, Summer's Getting Hotter
Leo Burnett, Melbourne, Andrew Woodhead, 7-Eleven, Fire Warning
Network Ten, Sydney, Andrew Garrick, Network Ten, Glee - Sue Sylvester
Southern Cross Media - Hot FM/RadioWest, Perth, Josh Langley, Main Roads WA, Snore
The Brand Agency, Perth, Des Hameister, RAC Roadside Assistance, SOS
The Brand Agency, Perth, Mitch Mitchell & Warrick Sears, Drug Aware, Paranoid
US Sydney, Nigel Clark & Adrian Ely, SBS, Madison Avenue Cookware
US Sydney, Danny Wehbe & David Roberts, SBS, Back to Back

Campaign

Clemenger BBDO, Melbourne, Julian Schreiber & Tom Martin, Tena, Feel Free To Laugh
Clemenger BBDO, Melbourne, Ant White & Russel Fox, Chum, Car Ride / Fetch / Mailman
Clemenger BBDO (on behalf of Flagstaff Studios), Melbourne, Nick Kelly & Quentin Miller, NGV, Directions 1 /
Directions 2 / Directions 3
DDB, Sydney, Ed James & Jakub Szymanski, McDonald's, Valet / Window / Waitress
DMG Radio Australia, Brisbane, Cindy Donato, Greenbank RSL, Anger Mismanagement
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Foxtel, Movie Deal Campaign
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Foxtel, TV Promo
Eardrum, Sydney, Ralph van Dijk & Simon Hills-Johnes, Thredbo, Are You In?
GPYR (on behalf of Flagstaff Studios), Melbourne, Simon Bagnasco, Noodle Box, Chris in a Box Part 1 / 2 / 3
JWT, Melbourne, Chris Andrews, Harsh Kapadia & James Orr, Skills Victoria, Piece of Paper
JWT, Sydney, Ben Clare & Steven Iannello, Nestle, Lifesavers Summer Shame Campaign
Leo Burnett, Melbourne, Paul Spelman & Tom Hazledine, Energy Australia, Whatever You're Digging For
Leo Burnett, Melbourne, Andrew Woodhead, Slurpee, Full Pool / Fire Warning / Sweden
Leo Burnett, Melbourne, Andrew Woodhead, Seek.com.au, If It Exists
Lifelounge, Melbourne, Daniel Pollock & David Ponce de Leon, Noodle Box, Lighten Up
Network Ten, Sydney, Andrew Garrick, Network Ten, Glee Launch Campaign
The Brand Agency, Perth, Mitch Mitchell & Danielle Glenister, RAC Insurance, A Lot of Help
The Brand Agency, Perth, Josh Edge & Rikki Burns, The Sunday Times, Good Books
US Sydney, Josh Moore, Danny Wehbe, Adrian Ely & David Roberts, Hachette, The Problem Fixer



2010 Siren Award Finalists Cont...

Craft

Australian Radio Network, Melbourne, Ray Peters, Melton Toyota, Sharks
Best FXAdelaide, Pete Best & Scott Illingworth, Uniting Church, Loneliness
Best FXAdelaide, Scott Illingworth, Port Adelaide Football Club, It Starts Here
Best FXAdelaide, Pete Best & Scott Illingworth, Motor Accident Commission, Creepers - Work
Best FXAdelaide, Pete Best & Scott Illingworth, SA Government, Don't Cross The Line "Girls Night Out"
Best FXAdelaide, Pete Best & Scott Illingworth, SA Government, Don't Cross The Line "Texting"
Brainestorm, Perth, Marty Braine, Dorsonga, Fishing
Brainestorm, Perth, Nick Gallagher, Central Institute of Technology, Focus
Eardrum, Sydney, Rod Enright, KIA, No Two Souls
Eardrum / Sound Reservoir, Sydney, Paul Taylor, Sunday Times City2Surf, Morning Run
Eardrum / Sound Reservoir, Sydney, Paul Taylor, Sunday Times City2Surf, Beach Run
Eardrum / Sound Reservoir, Sydney, Paul Taylor, HBF, Passenger
Flagstaff Studios, Melbourne, Paul Le Couteur, DDB Melbourne, Announcement
Flagstaff Studios, Melbourne, Paul Le Couteur, Tena, Marry Me
Flagstaff Studios, Melbourne, Paul Le Couteur, NGV, Directions 1
Flagstaff Studios, Melbourne, Paul Le Couteur, Mars Pet Care, Fetch
Flagstaff Studios, Melbourne, Paul Le Couteur, Mars Pet Care, Car Ride
Flagstaff Studios, Melbourne, Paul Le Couteur, Noodle Box, Chris in a Box - Part 2
Risk Sound, Melbourne, Sandy Milne, Victoria University, Save the World
Risk Sound, Melbourne, Dylan Stephans, Save the Children, Reaching Five
Sound Reservoir, Sydney, Lukas Farry & Barry Stewart, Ikea, Ikea Kitchens
Sound Reservoir, Sydney, Barry Stewart, Air New Zealand, Big Shout Out
Soundbyte, Perth, Brad Habib, Office of Road Safety, Keep Breathing