

>radio copy

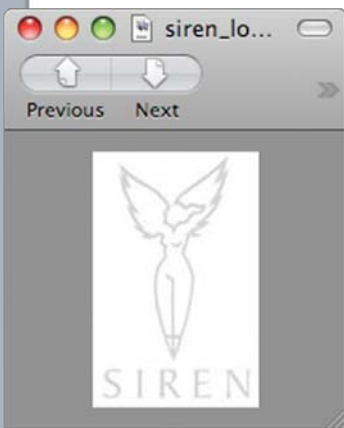
Description	Siren ad for Campaign Brief
Length	Full page
Job No.	
Date	8.2.10



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Cue Audio

Mitch	<u>Woz</u> , we still need an idea for this full-page CB ad.
<u>Warrick</u>	The what?
Mitch	That bloody Siren thingy, remember?
<u>Warrick</u>	Oh, yeah. That's not <u>gonna</u> happen today dude.
Mitch	Crap. We're screwed – it was due yesterday.
<u>Warrick</u>	<u>Whaddava</u> got so far?
Mitch	<u>Dunno</u> , <u>Nothin'</u> . I save all my best ideas for radio.
<u>Warrick</u>	Write a radio ad then.
Mitch	For a full-page magazine ad?
<u>Warrick</u>	Yeah.
Mitch	<u>Alright</u> .
Some random	Enter the Siren Awards for free at <u>sirenawards.com.au</u> for your chance to be in the running for a trip for two to Cannes and be entered into the 2010 Cannes Lions Radio Awards. The next round is now open!



Mitch Mitchell and Warrick Sears from The Brand Agency won Round 4 of the Siren Awards with 'Paranoid', their single entry for Drug Aware.