



MEDIA RELEASE

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Ad agency Clemenger BBDO Melbourne wins round 4 of 2011 Sirens

Ad agency, Clemenger BBDO Melbourne has won the overall, campaign and single categories for round 4 of the 2011 Siren Awards. The winner of the overall and single categories was the ad for Fosters Carlton Draught called "Mos Def Freshest Draught Beer", written by Richard Williams and Anthony Phillips and includes as many "fresh" words as possible in 30 seconds. The winning campaign category included the "Mos Def Freshest Draught Beer" ad and two other Carlton Draught ads, "We're so Fresh it's Epic" and "We're so Fresh it's Crunk".

Winning writers, Richard Williams and Anthony Phillips admitted even they didn't know what some of the fresh words were. "It has the most amount of abbreviations and acronyms ever used in a radio commercial. Our favourite is NIFOC. It's a real acronym and it stands for Nude In Front Of Computer. Who on Earth decided that they used that statement so many times that they had to make it an acronym?"

The winning team said: "The most important thing when writing a radio ad was to try and make people laugh. Winning the Siren award will keep us attempting to write better radio campaigns while NIFOC."

Previous round winner, Dean Hunt from ad agency BMF was a judge in round 4 and said: "There were four or five very good radio campaigns to pick from in this round. In the end, a post-lunch-test revealed the Carlton Draught, "Fresh" spots as victor. They were well written, with great use of voice over and most of all, entertaining."

Sirens Council judge, Joseph Talcott said: "Is there a fresh way to say "fresh" in a beer ad? I discovered that there are, in fact, several. The Carlton Draught campaign kept my attention by challenging me to keep up with all the fresh ways to say "fresh".

Winner of the craft category was a Vegemite ad for Kraft, called "Vegemite Edger", featuring a new take on the well known Vegemite jingle, produced by sound engineers Ralph van Dijk (Eardrum) and Scott Collins (Plush Films), with creative director Richard Muntz of JWT Melbourne.

Highly commended in the single category, was the ad for Selley's Turtle Wax called "Wax Job" written by Campaign Palace writers Matt Swinburne and John Koay and directed by Matt Swinburne and Kate Caughley.

There were three highly commended campaigns in the overall category. They were; a digital radio campaign for Commercial Radio Australia called "Choice Bro/Latest 30/Moved Out" from Eardrum, written by Ralph van Dijk and Cal Nichols, an ad for seek.com.au called "If it exists" from Leo Burnett Melbourne, written by Andrew Woodhead and directed by Paul Baxter and a National Foods ad titled "South Cape. For Every Emergency", from BMF writers Philip Sicklinger and Corrine Goode and directed by Steve Williams.

The two highly commended ads in the craft category were; "Solo Car Park" for Solo from production studio, Sound Reservoir by sound engineer, Paul Taylor and the ad "Sport & Style – Cricket" for The Age, from the production studio Risk Sound by sound engineer, Paul Baxter.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Round 5 entries close Friday, 18 February. Listen to Round 4 winning ads on the website: www.sirenawards.com.au.

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