



MEDIA RELEASE

22 June 2011

Sirens winner picks up Gold Radio Lion in Cannes

The most recent winner of the Siren Awards, an ad for Ikea, created by agency, Three Drunk Monkeys in Sydney, has won a Gold Radio Lion at the Cannes Advertising Festival overnight.

The winning ad, "Holidays", which promotes Ikea kitchens in a humorous way, was written by Tim Green and Tim Cairns.

The winning team said: "We were inspired by the idea of a regular unskilled guy attempting to install a kitchen by himself and what the flow-on effect might be. We tried to imagine what having your Dad install a kitchen would be like, seen through the eyes of an enthusiastic six year old.

"Treat a radio ad as though it is an opportunity until proven otherwise. Radio ads are often used to speed read a shopping list of product benefits, but like all good ads if you can just focus on saying one thing well you'll be winning."

Chief executive officer of Commercial Radio Australia, Joan Warner said this was a great result - up against the best radio ads around the world.

"Congratulations to all the winners at Cannes and also all the ads shortlisted, which is an excellent result given the fierce competition," Ms Warner said.

The Ikea ad was one of five Australian ads to win at Cannes overnight and one of several to be shortlisted earlier in the week.

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

Three Drunk Monkeys Sydney, Ikea, "Holidays" – Gold Lion
Jay Grey Sydney, 4 Pines Brewing Company - three Silver Lions
Eardrum Sydney, Strepsils Throat Lozenges, "Product Placement" – Bronze Lion

Ms Warner said winning a Gold Lion was an excellent result for Australia. In 2007, an Australian radio ad won the Grand Prix Radio Lions.

The national Siren Awards, now in their seventh year, are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

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