

10 December 2015

Unscripted ad by Matt Dickson wins Sirens round four

Radio creative director Matt Dickson, winner of the Gold Siren for 2015, is the overall winner of round four of the 2016 Siren Awards.

Dickson, from Southern Cross Austereo, won the overall and single award for his unscripted ad “Dutch Oven”, which features a husband annoying his wife by farting in bed and then being unapologetic about it.

The ad is part of the “We Don’t Do Husbands” campaign for client Allpest, which won the campaign category.

“It’s the only ad I can think of that centres around farting in bed. It was also completely unscripted, which makes it somewhat different to the norm,” Dickson said. “Likeability is one of the most important factors in making a radio campaign succeed. People listen to the radio for entertainment, so if you aren’t entertaining them in your ad breaks, then your approach is incongruous with the medium.”

Joan Warner, CEO of Commercial Radio Australia, said the ad was successful because it was able to create real characters within a 30-second time frame.

“The ad is deceptively simple but shows how radio can be used to great effect to create situations and characters that audiences can relate to.”

The round four winner of the craft category was Sydney agency Eardrum for the ad “The Box You Can’t Beat - Mood” for client Commercial Radio Australia, which was sound engineered by Colin Simkins from Gusto Studios. Directed by Ralph van Dijk, the ad used beat boxer Tom Thum to promote the huge music choice available on digital radio.

The Siren Awards, run by Commercial Radio Australia, celebrate the best in radio advertising and are judged over five rounds throughout the year by the Siren Creative Council, made up of a panel of creative directors from leading ad agencies.

In the single category, the ad “Baby Poo” by Matt Dickson from the same campaign was Highly Commended. Two other ads were also Highly Commended: “Testing – Umbrella” written by Joe Hawkins from 303Lowe Perth for IKEA; and “Mobile Dog Wash – Ladies” by Davood Tabeshfar from J.Walter Thompson Perth for City Farmers Dogwash.

In the campaign category, Ralph van Dijk and Dominic Youdan from Eardrum were Highly Commended for two campaigns - “The Box You Can’t Beat” for Commercial Radio Australia and “Geeks2U Brand Campaign” for Geeks2U. Joe Hawkins from 303Lowe Perth was also Highly Commended for the campaign “Testing – Sun Loungers, Outdoor Chair, Umbrella” for IKEA; alongside Leo Burnett Melbourne creatives Andrew Woodhead, Callum Fitzhardinge and Blair Kimber for “Do Whatever It Takes” for Honda Limited Edition.

In the craft category, sound engineer Paul Taylor and Sound Reservoir were Highly Commended for the two ads “Ladies” and “Gents” for City Farmers Dogwash. Paul Le Couteur from Flagstaff Studios was also Highly Commended for the ad “Octave” for Honda.

Round 5 of the 2016 Siren Awards is now open. Entries close 12 February 2016.

The 2016 Gold Siren winner will be announced in May 2016 and will win a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2016 Gold Siren Award also wins a ticket to Cannes. Silver Sirens are awarded in each of the three categories: single, campaign and craft. The Sirens Client Award is a separate \$5000 cash prize for the best ad as voted by a panel of clients.

Listen to the winning ads from Round 4 2016 at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).

Media contact: Judy Shaw – 0418 415 965