

19 April 2018

Finalists & host announced for Siren Awards best radio ad of 2018

Finalists for the best radio ad for 2018 have been announced today with ten of Australia's leading agencies from Sydney, Melbourne and Perth, competing for the coveted Gold Siren to be awarded next month.

The finalists include; The Monkeys, Clemenger BBDO, Marketforce, J Walter Thompson, Ogilvy, BMF, McCann, YR, Fenton Stephens and The Brand Agency. One half of last year's winning creative team, Joe Hawkins now with Marketforce, Perth is a finalist with Neil Martin in both the single and campaign category with ads for Lotterywest. Last year's winning ad was for the Road Safety Commission called 'Time with Mum', a humorous ad that showed young drivers what happens when the freedom to drive is taken away.

Stand-up comedian, Cam Knight will host this year's Siren Awards on 10 May at the Arthouse Hotel in Sydney. Knight has been an actor and stand-up comedian for 16 years. He's been a regular on Triple M, the Today Show and Studio 10. As well as performing sell out shows across the country and receiving five-star reviews and award nominations, Knight featured at the televised Montreal Just for Laughs Festival at the Sydney Opera House in 2015 and the televised Sydney Comedy Festival Gala on the Comedy Channel.

CEO of Commercial Radio Australia, Joan Warner said: "This is the 13th year of the Siren Awards and once again the caliber of entries has been outstanding. The awards are designed to recognise excellence in radio creative and showcase the best radio ads in Australia."

The Gold Siren winner will receive a trip to the Cannes Radio Lions in June, accompanied by the client of their winning campaign. In addition, Silver Sirens will be awarded to the winners of the three Siren categories of single, campaign and craft. The winners are decided by the Siren Creative Council; a panel of creative directors from leading ad agencies. Finalists are selected from five rounds and final call of Siren voting throughout 2017-2018.

In addition, there is also a \$5000 cash prize for a client-voted award. A panel of clients vote for the best ad from the round 1- 5 overall winners and it is presented to the writers of the winning ad.

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

The 2018 Siren Awards will take place on Thursday, 10 May at the Arthouse Hotel, Sydney between 6 – 9 pm.

Full list of 2018 Siren Award Finalists is attached (see next page)

To listen to the finalist ads click [here](#).

Tickets are now on sale. For further details see the www.sirenawards.com.au website.

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2018 Siren Award Finalists

Single

BMF, Sydney, Lisa Down, David Fraser, Dantie Van Der Merwe & Alex Derwin, ALDI Australia, ALDI Epic Trailers – BBQ
BMF, Sydney, Lisa Down, David Fraser, Dantie Van Der Merwe & Alex Derwin, ALDI Australia, ALDI Epic Trailers – Garden Maintenance
Clemenger BBDO, Melbourne, Ray Ali & Carlo Mazzarella, Beyondblue, GPS
Clemenger BBDO, Melbourne, Ray Ali & Carlo Mazzarella, Beyondblue, Sound Booth
Clemenger BBDO, Melbourne, Ray Ali & Carlo Mazzarella, Transport Accident Commission (VIC), Think of Us Before You Drive
Marketforce, National, Matt Wilson & Hayden Griffiths, St Ives Home Care, The Pitch
Marketforce, Perth, Joe Hawkins & Neil Martin, Lotterywest, Hotel
The Brand Agency, Perth, Niall Stephen & Lachlan Banton, Road Safety Commission, Bottle Siren
The Monkeys, Sydney, Grant Rutherford, Ice Break, Travis Auctioneer
The Monkeys, Sydney, Chelsea Parks, Hugh Gurney & Grant Rutherford, Meat and Livestock Australia, Beef. The Greatest.

Campaign

BMF, Sydney, Cam Blackley, Alex Derwin, David Fraser & Dantie Van Der Merwe, ALDI Australia, Epic Reminders Campaign
BMF, Sydney, Lisa Down, David Fraser, Dantie Van Der Merwe & Alex Derwin, ALDI Australia, ALDI Epic Trailers
Clemenger BBDO, Brisbane, Cristian Staal & Marianne O'Brien, Boating Camping Fishing (BCF), Hitting the Sales (Insolvent Rugs, Towel Town, Storage Celebrations)
Clemenger BBDO, Melbourne, Jonty Bell & Russel Fox, Victoria Bitter, VB New Knock Off Times
Fenton Stephens, Melbourne, Jess Wheeler & Guillermo Carvajal, Telstra Phonewords, Words Are More Memorable Than Numbers
J. Walter Thompson, Perth, Tim Newton & Wilora Keeley, WA Police Union, How much to...?
Marketforce, Perth, Joe Hawkins & Neil Martin, Oz Lotto, Car, Neighbours, Boss
McCann, Sydney, Marcus Tesoriero, David O'Sullivan & Felix Holve, Lift, Lift Hard Lemons
Ogilvy, Sydney, Andrew Hankin & Andy Cooke, Nestle Soothers, Soothers Soothe Any Number of Sore Throats
Y&R, Sydney, Nick Cole & Pat Allenby, Menulog, Less Talk, More Eat

Craft

Brainestorm, Michael Fragomeni, Road Safety Commission, Drink Driving Enforcement
Eardrum, Sydney, Simon Kane (Song Zu), Nestle Soothers, Soothers Soothes the State V State Sore Throat
Eardrum, Sydney, Simon Kane & Alex Mills (Song Zu), Nestle Soothers, May the Fourth
Eardrum, Sydney Simon Kane (Song Zu), Nestle Soothers, Mid Week Karaoke
Flagstaff Studios, Melbourne, Paul Le Couteur, Fuso, Brake Pad
Uncanny Valley, Matt Perrott, NSW Government, NSW Water Safety
Rumble Studios, Sydney, Cam Milne, ALDI Australia, ALDI Epic Reminders – Outdoor Room
Rumble Studios, Sydney, Nat Joyce, ALDI Australia, ALDI Epic Trailers – BBQ
Rumble Studios, Sydney, Nat Joyce, ALDI Australia, ALDI Epic Trailers – Garden Maintenance
Song Zu, Sydney, Simon Kane, Volkswagen, Volkswagen Amarok