

8 June 2017

Marketforce creative team Matt Wilson & Hayden Griffiths win Round 1 of the Siren Awards

Marketforce creative team, Matt Wilson and Hayden Griffiths have taken out the single category and overall win in Round 1 of the 2018 Siren Awards with the ad “The Pitch” for St Ives Home Care.

The winning ad is broadcast at 8000 hertz, to allow for a private conversation about aging parents, as it’s reported people over the age of 60 can’t clearly decipher a noise broadcast between 6000 to 12,000 hertz. The radio spot was tested on people of various ages using car stereos before airing.

Wilson and Griffiths said: “We wanted to come up with a respectful way to talk to younger people about their aging parents and broadcasting at a different hertz level to mask a conversation felt like a unique approach.”

The campaign winner for round one was David O’Sullivan, Marcus Tesoriero and Felix Holve from McCann with the three ads “Lift Hard Lemons” for the soft drink brand Lift. Targeting men over 35, the three ads explain that soft lemons end up on the side of plates with oysters, on cocktail glasses or facial peels but hard lemons are in Lift Hard Hitting Lemon.

The craft winner for round one was an ad called “Brake Pad” by multiple Siren award winner Paul Le Couteur from Flagstaff Studios. The ad for Fuso genuine replacement parts features a truck driver recorded out on the road. As he talks about his truck breaking down, his words break down mimicking the faulty part he’s describing.

An additional nine ads entered into round one were Highly Commended by judges. Highly commended entries in the single ad category included Cameron Brown and Chris Stewart from CHE Proximity for the ad SPAM. Plus, two ads by Michael Mulchay from J Walter Thompson for RACV: “So much to know” and “Long Chats”.

Highly commended in the campaign category was “Boring Man” for RACV by Michael Mulchay from J Walter Thompson. Margot Ger from TBWA\Melbourne was also highly commended for the ad “Fuso Genuine Parts” with the ad “Fuso” and Sophie Stone from Ogilvy for the ad “Soothers soothe any number of sore throats” for Nestle Soothers.

Highly commended in the craft category was: Simon Kane and Alex Mills from Song Zu for the ad “May the Fourth” for Nestle Soothers, Paul Le Couteur from Flagstaff Studios for “Shock Absorbers” for Fuso and Nova Entertainment sound engineer Shelley Klum for the ad “Drowning in Debt” for Fast Debt Help.

Joan Warner, CEO of Commercial Radio Australia said: “The Siren Awards continue to showcase highly creative Australian radio ads and provide an opportunity to compete on the world stage. The 2017 Gold Siren winners head to the Cannes Lions shortly and these round one winners now have a chance to go next year.”

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

The 2018 Gold Siren winner will be announced in May 2018 and wins a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2018 Gold Siren Award also wins a ticket to Cannes. Silver Sirens are awarded in each of the three categories: single, campaign and craft. There is also a client-voted award, a \$5000 cash prize, presented to the writers of the ad voted the best, by a panel of clients.

Round 2 of the 2018 Siren Awards is now open. Entries close 8 July 2017.

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Listen to Round 1, 2018 winning ads [here](#) at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).