

18 April 2019

Finalists & host announced for Siren Awards best radio ad of 2019

Finalists for the best radio ad for 2019 have been announced today with 11 of Australia's leading agencies vying for the coveted Gold Siren to be awarded next month.

The finalists are BMF, Cox Inall Change and BWM Dentsu, Meerkats, Cummins & Partners, Eardrum, J. Walter Thompson, Clemenger BBDO, Nova Entertainment, Jayworks Partnership and Leo Burnett.

The ads were undertaken for a range of clients including ALDI Australia, Bowel Cancer Australia, Dry July, Emirates, Keno, St John Ambulance WA and Reflex Paper.

Last year's Gold Siren winning ad was by Ray Ali and Carlo Mazzarella from Clemenger BBDO Melbourne for mental health advocacy group beyondblue.

The duo are in the running again, this time for their work for Carlton Zero, and they will be competing against colleagues from Clemenger BBDO's Sydney, Brisbane and Melbourne offices.

The winning ad will be announced at the Siren Awards to be held on 9 May at The Rawson in Sydney, hosted by stand-up comedian, breakfast radio star and TV personality Lawrence Mooney.

Mooney hosts the new Triple M Sydney breakfast show *Moonman in the Morning* and recently had a sell-out season at the Sydney Opera House performing his show *An Evening with Malcolm Turnbull*. He is well known as the host of *Dirty Laundry Live* that ran for three seasons on the ABC, and currently hosts the comedy-driven footy show, *Up the Guts*, on Fox Sports.

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

CEO of Commercial Radio Australia, Joan Warner said: "This is the 14th year of the Siren Awards and once again the quality of entries has been outstanding. The creativity displayed in the diverse campaigns showcases the high quality of radio advertising in Australia."

The winner of the Gold Siren wins a trip to the Cannes Radio Lions in June, accompanied by the client of their winning campaign. Three Silver Sirens will also be awarded for the best ads in the categories of single, campaign and craft. The winners are decided by the Siren Creative Council, a panel of creative directors from leading ad agencies. A Client Award of a \$5000 cash prize, judged by a panel of clients, will also be awarded.

The full list of 2019 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.

Media contact: Judy Shaw – 0418 415 965.



2019 Siren Award Finalists

Single

BMF, Sydney, Rob Boddington & Jack Robertson, ALDI Australia - Rump Steak
BWM Dentsu & Cox Inall Change, Melbourne, John Skaro, Phil van Bruchem, Rachel Blacklaws & Alex Walding, Bowel Cancer Australia - Bill Bowelly
Clemenger BBDO, Brisbane, Christie Luxton, Cristian Staal & Shaun Conroy, Keno - Barbershop
Clemenger BBDO, Melbourne, Ray Ali & Carlo Mazzarella, Carlton Zero - HR
Clemenger BBDO, Sydney, Celia Mortlock, Dry July - Ducking Seriously?
Cummins & Partners, Melbourne, Chris Ellis & Chay O'Rourke, Reflex Paper - Postman
Meerkats, Perth, Rikki Burns, Gordon Haynes & Josh Edge, St John Ambulance WA - Blocks
Meerkats, Perth, Rikki Burns, Gordon Haynes & Josh Edge, St John Ambulance WA - Stairs
Meerkats, Perth, Rikki Burns, Gordon Haynes & Josh Edge, St John Ambulance WA - Water
Nova Entertainment, Adelaide, Demi Williams & Eddie Bye, Hutt Street Centre - Walk a Mile in My Boots

Campaign

BMF, Sydney, Chris Berents & Tom Johnson, ALDI Australia – ALDI Christmas Ham, Lobster Tails, Panettone, Prawns, Pudding, Turkey, Champagne
BMF, Sydney, Emily Field, Millicent Malcolm, Stephanie Allen & Rob Boddington, ALDI Australia - Always on Price - Croissants, Kombucha, Sausages
Clemenger BBDO, Brisbane, Christie Luxton, Cristian Staal & Shaun Conroy, Keno - Fun Money
Clemenger BBDO, Melbourne, Ellie Dunn & Emma Powell, QIC|GRE – Eastland Shopping Centre - Coffee with the Ex, Invite Only & Still Got It
Clemenger BBDO, Sydney, Celia Mortlock, Dry July - Ducking Autocorrect
Eardrum, Sydney, Ralph van Dijk & Tristan Viney, Commercial Radio Australia - Radio Alive
J. Walter Thompson, Perth, Tim Newton & Wilora Keeley, RAC Batteries - Non-Emergency Battery Replacements
Jayworks Partnership, Melbourne, Jack & Jeremy Wynne, Chevrolet Silverado - HSV Silverado Live Big
Leo Burnett, Sydney, Daniel Fryer & Stuart Alexander, Emirates - Emirates Department of Family Travel
Meerkats, Perth, Rikki Burns, Gordon Haynes & Josh Edge, St John Ambulance WA - Tiny Tots First Aid

Craft

Astbury Audio, Adelaide, Justin Astbury, Motor Accident Commission - Kid
Clemenger BBDO, Sydney, Robbie Balatincz (Pitchfork), Dry July - Ducking Seriously?
Cue Sound, Perth, Michael Fragomeni, St John Ambulance WA - Shiny Plastic Choking Blocks!
Cue Sound, Perth, Michael Fragomeni, St John Ambulance WA - Boiling Water in a Pot!
Cutting Edge, Brisbane, Mike Lange & Michael Thomas, Keno - Barbershop
Eardrum, Sydney, Paul Taylor (Sound Reservoir), Commercial Radio Australia - Crazy for Cars
Eardrum, Sydney, Paul Taylor (Sound Reservoir), Commercial Radio Australia - Make Cars Happen
Nylon Studios, Melbourne, Ramsay De Marco, Beyond Blue - Sound Booth
Southern Cross Austereo, Bunbury, Nat Marshall & Ethan Kavanagh, Custard & Co - Apple Song
Southern Cross Austereo, Gosford, David Horspool & Cameron Horn, Brisbane Waters Private Hospital - Doors