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Clemenger BBDO Melbourne continue winning streak in Sirens round one

Melbourne agency Clemenger BBDO have backed up their 2016 Gold Siren award triumph with a first round win in the 2017 awards, taking out the campaign category and overall win. Creatives Richard Shaw and Russell Fox won with the “Dog Breath Campaign” for PEDIGREE® DentaFlex™

The winning ad puts dogs’ bad breath down to things we leave around the house and explains that it can be solved with a quick chew of PEDIGREE® DentaFlex™. Richard Shaw and Russell Fox said: “Our inspiration was getting licked on the face by a dog with bad breath – it wasn’t great. We had a lot of fun making the ads and it was nice to have a client who wanted to use radio creatively. We also had a great voiceover artist, Adam (surname to be kept secret so people can’t steal him) with great comic tone.”

The single category winner was an ad from the winning Pedigree Dog Breath campaign called “Tennis Ball Breath” again created by Richard Shaw and Russell Fox. The clever writing paints a vivid picture for the listener of a “punctured, furry, matted, ball and the effect on your dog’s breath.

The craft winner for round one was an ad called “Explanation” for ANZ by multiple Siren award winner Paul Le Couteur from Flagstaff Studios. This ad features a dad explaining to his daughter why she’ll earn up to 34% less when she’s older because she’s a girl and is part of the ANZ campaign for financial equality.

An additional five ads entered into this round were Highly Commended by judges. Highly commended entries in the single ad category included another from Clemenger BBDO’s winning Pedigree campaign called “Slipper Breath” from Richard Shaw and Russell Fox. The winning craft category ad, “Explanation” received a highly commended in the single category for creatives Jenny Glover and Rui Alves from Whybin/WBWA Group Melbourne.

Highly commended in the campaign category was the ad “Style’s Not the Same” from Marketforce Perth creatives Ryan Yip and Bryan Dennis for Perth City Style. Highly commended in the craft category were all three ads in the campaign for PEDIGREE® DentaFlex™: “Tennis Ball Breath”, “Gristle Breath” and Slipper Breath” by Ralph Van Dijk of Eardrum and Paul le Couteur from Flagstaff Studios.

Joan Warner, CEO of Commercial Radio Australia said: “As our 2016 Gold Siren winners head over to the Cannes Lions next week, the quality of radio ad entries into next year’s Siren Awards continues. Congratulations to our round one winners.”

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 2017 Gold Siren winner will be announced in May 2017 and wins 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. 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 2017 Siren Awards is now open. Entries close 9 July 2016.

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Listen to Round 1 2017 winning ads at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).