

1 November 2018

## **NOVA Entertainment creative team win Round 3 of Siren Awards with an emotional ad for homelessness**

NOVA Entertainment creative team Demi Williams and Eddie Bye win the single category and Round 3 overall of the Siren Awards with an emotional ad called “Walk a Mile in My Boots” written to raise awareness for homelessness.

The ad for the Hutt Street Centre in Adelaide features the real lived experience of Scott and how Hutt Street Centre helped him overcome homelessness. Bye said: “Scott wasn’t an actor. We wanted to bring to life someone’s real, lived experience of their life on the streets and how Hutt Street Center helped them overcome that, whilst featuring a call to action for people to get involved with the Walk a Mile in My Boots fundraiser.”

Williams said: “The ad stops down an ad break and hits you hard because Scott is a real person, that kind of vulnerability demands attention.”

The winner of the campaign category (three ads or more) was Jayworks Partnership, created by Jack and Jeremy Wynne with the ad “HSV Silverado Live Big” for Chevrolet Silverado. The three ads highlight the massive strength and size of the vehicle.

Southern Cross Austereo SEA FM sound studio was named the winner of the craft category for the ad “Doors” for Brisbane Waters Private Hospital. Sound engineers David Horspool and Cameron Horn highlighted in the ad the types of mental health issues that can be addressed at the facility and used the closing of a door and footsteps as a transition in the ad. The ad was also highly recommended by the judges in the single category.

Also high commended in the single category were two ads from creative Steve Brown from Rare for the WACA with the ads “People Who Stay Out all the Time” and “A Bit of Gardening”.

Highly commended in the campaign category included; The Studio at SCA with the ad “The Weather Doesn’t Matter” for Crisp Air created by Mitch Mitchell and Matt Dickson, plus Steve Brown from Rare for the ad “One of Us” for the WACA and BMF team Alex Derwin, David Fraser, Dantie Van Der Merwe, Robert Boddington, Emily Megan-Field, Millicent Malcolm, Jack Robertson for the Aldi Australia ad “Always on Price – Strawberries, Blueberries and Bacon”.

Two ads were highly commended in the craft category: Macquarie Media Limited for the ad “Port & Cigars” for Kalmar Antiques created by sound engineers Cameron Forsyth and Jamie Lechner and Eardrum for the ad “Saxophone” for BizCover by sound engineer Paul Taylor.

Joan Warner, CEO of Commercial Radio Australia said: “It’s excellent to see outstanding use of radio from both agencies and also direct from commercial radio stations in this round.”

The Siren Awards, run by Commercial Radio Australia, celebrate the best in radio advertising and are judged over five rounds throughout the year.

The 2019 Gold Siren winner will be announced in May 2019 and wins a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2019 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 4 of the 2019 Siren Awards is now open. Entries close 10 November 2019.

Listen to Round 3, 2019 winning ads [here](#) at [www.sirenawards.com.au](http://www.sirenawards.com.au) and find the Siren Awards on [Facebook](#).

**Media contacts: Melissa Fleming – 0417 499 529 or Judy Shaw – 0418 415 965**