

14 December 2016

Clemenger BBDO Melbourne shines with third Sirens win

Melbourne agency Clemenger BBDO has won round four of the 2017 Siren Awards, taking out the single category and overall win with the ad “Surgeon” by creatives Adam Barnes and James O’Sullivan. The round four win gives Clemenger BBDO three out of four wins in the 2017 awards.

Aimed at separating drinking and driving, the Transport Accident Commission (TAC) anti-drink driving campaign aims to make it socially unacceptable to have even one drink before driving. To launch the separation message, ‘Drinking. Driving. They’re Better Apart,’ the radio spot asks why one drink is unacceptable in some important situations but still OK before driving a car.

Barnes and O’Sullivan said: “Having never tried beer before we had to imagine what it would be like to drink one and then drive home. The internet told us that people’s decisions are affected, even after just one drink. And after noticing how socially acceptable it was for our friends and colleagues to have one drink and drive, we applied that same logic to significantly more dangerous pursuits like flying a commercial aircraft or performing open heart surgery.”

The judges also highly commended the winning “Surgeon” ad and another in the TAC campaign “Pilot” in the craft category, both by sound engineers Paul Le Couteur and Stevo Williams from Flagstaff Studios.

Round four campaign winner was the series of ads “Activities, Peak Season, Perfect Dog” for Lost Dogs’ Home by creatives Ellen Fromm and Isabella Caruso from George Patterson Y&R. To prove the difference a dog can have on your life, the team surprised the radio ad voice over artists with puppies while they recorded what they thought was just a regular, radio ad for The Lost Dogs’ Home. The ads show when someone loves an animal, it’s impossible to hide.

The winner of the craft category was Paul Le Couteur from Flagstaff Studios with the ad “Hawthorn Horns” for Public Transport Victoria (PTV). Die hard AFL fans will recognise the tune played by car horns in the ad encouraging people to catch public transport rather than sit in traffic. In addition two other ads from the PTV campaign “Sydney Horns” and “Geelong Horns” were highly commended in the craft category. The ad campaign created by James Wills and Shane Dawson from George Patterson Y&R was also highly commended in the Campaign category.

Highly commended by the judges in the single category was another ad in the TAC campaign called “Pilot” from Clemenger BBDO Melbourne by round winning creatives Adam Barnes and James O’Sullivan. Campaign winners, George Patterson Y&R creatives Ellen Fromm and Isabella Caruso were also highly commended in the single category for the ad “Perfect Dog”. Cummins & Partners were highly recommended for the ad “Roll Home with a Chiko” for Chiko Roll from creatives Adam Slater and Terry Mann.

Judges also highly commended in the campaign category the ad “Rugby for Dads” from BWM Dentsu by creative Asheen Naidu for Australian Rugby Union and the ad “The Easy Part” from agency Havas by creatives Damian Glavin and Zac Pritchard.

Joan Warner, CEO of Commercial Radio Australia said: “All entries in this round of Sirens were incredibly strong, showcasing the impact a cleverly created radio ad can have on a listener.”

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 5 of the 2017 Siren Awards is now open. Entries close on 11 February 2017.

Media contacts: Melissa Fleming – 0417 499 529 and Judy Shaw 0418 415 965.

Listen to Round 4 2017 winning ads at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).