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Clemenger BBDO Melbourne wins 4 of the 5 Siren Rounds in 2017

Melbourne agency Clemenger BBDO has won round five of the 2017 Siren Awards, taking out the single category and overall win with the ad “Sneeze” by creatives Joe Sibley and Giles Watson. The round five win gives agency Clemenger BBDO four out of five wins in the 2017 awards.

The “sneeze” ad was part of the Mercury Cider campaign to relaunch Mercury Cider to Australia and was designed to let people know that Mercury Cider is made for real men, from harder times when people were tough. The idea for the commercial was inspired by Joe Sibley’s dad. Sibley said: “Dad takes pride in how unnecessarily loud his sneeze is, and I’ve always found it pretty funny. I’ve shown him this commercial and the other ones that accompany it, and he was proud and recognised that they were all based off him in some way. I should probably put him down on the credits.”

Winner of the campaign category in round 5 was agency BMF with the ALDI commercial “Meet the Tinkletons”, by Creative team Cam Blackley, Alex Derwin, Hans Christian Berents and Gooch Richards. The series of three ads features the all singing family of super enthusiastic Americans who are convinced that their Christmas is better than an Australian Christmas.

The winner of the craft category was Paul Le Couteur from Flagstaff Studios also with the Clemenger BBDO Melbourne, Mercury Cider ad “Sneeze”. Another ad in the Mercury Cider campaign from Flagstaff Studio and Le Couteur, “Handshake” was also highly commended in both the craft and single categories.

Also, highly commended in the single category was Marketforce with the ad “Kill the Romance” for Dawson’s Garden World from Matt Wilson, Hayden Griffiths and Neil Martin and BMF for “Nothing Beats the Perfect Aussie Christmas – Fudge” from Cam Blackley, Alex Derwin, Hans Christian Berents & Gooch Richards.

Highly Commended in the campaign category was Ogilvy Sydney for the ad “Sounds Like Bacon” from creatives Tristan Viney and Carl Robertson for Yum! Restaurants International, plus DDB Sydney for the ad “The 1% you can’t ignore – Used Nappies/Nail Guns/Potato Gift” for Volkswagen by creative team Owen Bryson and Anna Paine. Judges also highly commended in the craft category the Ogilvy Sydney’s ad “Sounds Like Bacon – Rain” for Yum! Restaurants International from Sound Reservoir sound engineer Paul Taylor and director Ralph van Dijk.

Joan Warner, CEO of Commercial Radio Australia said: “The Siren Awards continue to promote innovative radio advertising and from April this year we’re adding a new category called Audio Innovation to allow pioneering audio advertising that is longer than a 30 or 60 second spot to be entered into the awards.”

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 on 11 May 2017 and wins a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2017 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 1 of the 2018 Siren Awards is now open. The new Audio Innovation Category opens from April. Entries close on 6 May 2017.

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Listen to Round 5 2017 winning ads at www.sirenawards.com.au and find the Siren Awards on [Facebook](https://www.facebook.com/sirenawards).