

Embargoed 9.00pm AEST  
12 May 2016

## “Texas Chainsaw Massacre” send-up wins best radio ad of the year

An ad by Melbourne agency Clemenger BBDO for Maltesers that “lightens up” a classic cult horror movie, has won the 2016 Gold Siren award for the best radio ad of the year. The ad titled “Texas Chainsaw Massacre” by creatives Elle Bullen and James Orr, took out the Gold overall win, plus the Silver Siren for the single category.

The ad concept, “Lighten up your movie with Maltesers” gives the 1970’s horror classic a family makeover, showing a bag of Maltesers can lighten up even one of the scariest movies of all time. Judges found the innovative creative, attracted listener attention, was engaging and drew in the audience.

The Gold Siren winners and their client Maltesers receive automatic entry for the winning ad into the Cannes Advertising Lions Festival in June, plus accommodation, airfares and delegate passes to attend the event.

Multiple Siren winners Ralph van Dijk from Eadrum and Paul Le Couteur of Flagstaff Studios took out the Silver Siren in the craft category for production of the Gold Siren winning ad “Texas Chainsaw Massacre”. The craft category recognises the quality of the ad production and takes into account the acting performance, the skilful use of music and sound design.

The Silver Siren for campaign (minimum of three ads in a series) was won by Sydney agency BMF for the ALDI Australia series of ads “Liquor Translator”. BMF creative team Cam Blackley, Alex Derwin, David Fraser and Dantie Van Der Merwe produced three amusing ads featuring a brewer, winemaker or distiller from a different country and a deadpan, insensitive trilingual translator that uses cultural stereotypes and mistranslates.

The Siren \$5,000 Client Award, judged by an industry panel of clients rather than the Siren Creative Council, is chosen from the five overall 2016 round winners and was won by one of the three ads in the BMF ALDI liquor campaign called “El Toro Macho”.

At the presentation of the Siren Awards in Melbourne, Ms Joan Warner, chief executive officer of Commercial Radio Australia said: “Humour in radio ads can gain so much cut through on radio. All the winning ads combine excellent writing, clever craft, plus comic timing and are deserving winners of this year’s Siren Awards.”

The 12<sup>th</sup> annual Siren Awards, run by Commercial Radio Australia, recognise the best radio advertising in Australia. The 2016 awards were hosted by comedian Tom Gleeson at Alumbra at Docklands in Melbourne.

The Gold Siren and the runner-up Silver Siren winners, across the Craft, Single Ad and Radio Campaign categories, were selected from hundreds of entries over five rounds of judging throughout 2015-16. They were judged by the Siren Council, comprised of creative directors and producers from leading advertising agencies and studios throughout Australia.

**Media contact: Melissa Fleming 0417 499 529**

**Full details of winners are listed on the following page. Photos from the evening event will be available on Friday morning.**

**Media note: Winning ads can be heard [here](#) at [www.sirenawards.com.au](http://www.sirenawards.com.au)  
Commercial Radio Australia is on [Facebook](#), [Twitter](#) and [Instagram](#). #Sirens2016**

## **2016 Siren Award winners**

### **GOLD**

**COMMERCIAL TITLE:** Texas Chainsaw Massacre

**BRAND:** Maltesers

**ADVERTISING AGENCY:** Clemenger BBDO

**CITY:** Melbourne

**CREATIVES:** Elle Bullen & James Orr

**CREATIVE DIRECTOR:** Evan Roberts

### **SILVER**

#### **Radio Single**

**COMMERCIAL TITLE:** Texas Chainsaw Massacre

**BRAND:** Maltesers

**ADVERTISING AGENCY:** Clemenger BBDO

**CITY:** Melbourne

**CREATIVES:** Elle Bullen & James Orr

**CREATIVE DIRECTOR:** Evan Roberts

### **SILVER**

#### **Radio Craft**

**COMMERCIAL TITLE:** Texas Chainsaw Massacre

**BRAND:** Maltesers

**PRODUCTION COMPANY:** Eardrum, Sydney

**DIRECTOR:** Ralph van Dijk (Eardrum)

**CASTING:** Earcasting

**SOUND STUDIO:** Flagstaff Studios, Melbourne

**SOUND ENGINEER:** Paul Le Couteur (Flagstaff Studios)

**ADVERTISING AGENCY:** Clemenger BBDO Melbourne

**CITY:** Melbourne/Sydney

**CREATIVE DIRECTOR:** Evan Roberts (Clemenger BBDO)

### **SILVER**

#### **Radio Campaign**

**CAMPAIGN TITLE:** Liquor Translator

**BRAND:** ALDI Australia

**ADVERTISING AGENCY:** BMF

**CITY:** Sydney

**CREATIVES:** Cam Blackley, Alex Derwin, David Fraser & Dantie Van Der Merwe

**CREATIVE DIRECTOR:** Cam Blackley & Alex Derwin

### **CLIENT AWARD**

#### **Radio Single**

**COMMERCIAL TITLE:** El Toro Macho

**BRAND:** ALDI Australia

**ADVERTISING AGENCY:** BMF

**CITY:** Sydney

**CREATIVES:** Cam Blackley, Alex Derwin, David Fraser & Dantie Van Der Merwe

**CREATIVE DIRECTORS:** Cam Blackley & Alex Derwin

