

Embargoed until 9am  
9 May 2014

## VW fatigue detection ad wins best radio ad of the year

An ad promoting Volkswagen's Fatigue Detection Technology has won the 2014 Gold Siren award for the best radio ad of the year. The ad, "Road" written by Jim Curtis and Ryan Fitzgerald from DDB Sydney, also took out two Silver Siren awards for winning the single and craft categories, announced this morning at a breakfast in Melbourne.

The winning ad is part of a campaign dramatising the hypnotic effect long drives can have on the human mind. You hear the inner-thoughts of a character wandering off the road. Volkswagen's Driver Fatigue Detection Technology quickly brings them back on track. The product is directly at the heart of the idea and a touch of humour helps deliver the fatigue detection message in an engaging and memorable way.

Writers of the best radio ad for 2014 – Curtis and Fitzgerald and client, Volkswagen win airfares, accommodation, plus automatic entry and tickets to the Cannes Advertising Lions Festival in June 2014. DDB Sydney's work with Volkswagen across television and radio has been highly awarded and includes the successful couple pretending to camp in the "Tiguan" ad.

When the ad won Round 1 of Sirens in June the writers said: "The bones of the ad came out of the rhythmic sound car tyres make when driving along freeways. It seemed to be a good place to start when thinking about fatigue. Radio is one of the most enjoyable mediums to work with. You can literally think of anything without the worry of 'how the hell are we going to shoot that?'"

Judge, Paul Le Couteur from Flagstaff Studios said: "This campaign really does use hypnotic technique to lull us into a place where we really get the point that fatigue is a major factor in road accidents. Great writing and production makes this campaign sing." Judge, James Rickard from kwp! added: "Simple. Intriguing. Compelling. With the product at the heart of the idea."

The Silver Siren for the best radio campaign (three or more ads) was won by last year's Gold Siren winner, John Mescall and Pat Baron from McCann for another outstanding Metro Train ad campaign called "Metro Notify". The three ads in the campaign used the distinctive voice of Australian comedian Jean Kittson and was promoting the Metro Trains "Notify" app that lets commuters know if their train is running late.

John Mescall said: "Compared to most ads on radio, these have a reasonably unique tone of voice. Jean Kittson did a great job with the words we gave her. I also give kudos to the guys at Metro, who don't have a problem admitting that your train running late is actually bad news. Honesty can be a rare commodity in advertising."

The final award of \$5,000 for the Client Award was presented to writers Rohan Lancaster and Darren Pitt from Clemenger BBDO Melbourne for the radio ad campaign for M&Ms Mars Chocolate called "Shoppers Please".

This award was judged by an industry panel of clients and awarded as a stand out at a very busy time of year in retail, by using humour and emulating live, in-store situations of customers and staff being unable to resist M&Ms.

The winning writers said they were inspired to create something that was retail in nature, but didn't feel like it: "The sparseness of the spots is what makes these different – and what carries the humour."

Chief executive of Commercial Radio Australia, Joan Warner said: "This is the 10<sup>th</sup> year of the Siren Awards and it has been another outstanding year of entries. The winning Volkswagen ad is a very effective use of audio for radio and highlights a vehicle feature that could save lives."

The 10<sup>th</sup> national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. A winner is announced in three categories: single, campaign and craft, which receive Silver Sirens as well as an overall winner which receives the Gold Siren. The awards are judged by the Siren Council, comprised of creative directors and producers from leading advertising agencies and studios throughout Australia.

Today's breakfast was hosted by Dan and Maz (Dan Debuf and Maz Compton) from the Today Network National Drive Show. Special guest speaker via video link at today's breakfast was Jeff Goodby co-founder of the San Francisco ad agency Goodby, Silverstein and Partners.

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

**Media note: Winning ads can be heard and downloaded on website: [here](http://www.sirenawards.com.au) at [www.sirenawards.com.au](http://www.sirenawards.com.au)**

**Commercial Radio Australia is on [Facebook](#), [Twitter](#) and [Instagram](#). #Sirens2014**

**Pictures from today's breakfast will be available at the same website after 9.30am**

## **2014 Siren Award winners**

### **Siren Awards 2014 Overall Category Winner (Gold Siren)**

**(also winner of 2014 Single & Craft Category)**

Jim Curtis & Ryan Fitzgerald

DDB Sydney

"Road" for Volkswagen

### **Siren Awards 2014 Single Category Winner (Silver Siren)**

**Radio Single**

Jim Curtis & Ryan Fitzgerald

DDB Sydney

"Road" for Volkswagen

### **Siren Awards 2014 Campaign Category Winner (Silver Siren)**

**Radio Campaign**

John Mescall & Pat Baron

McCann

"Metro Notify Campaign" for Metro Trains

### **Sirens Awards 2014 Craft Category (Silver Siren)**

Jim Curtis and Ryan Fitzgerald (Writers)

Danny Grifoni (Sound Engineer)

DDB Sydney

"Road" for Volkswagen

### **Sirens Awards 2014 Client Award**

**Radio Campaign**

Rohan Lancaster & Darren Pitt

Clemenger BBDO Melbourne

"Shoppers Please" for Mars Chocolate Australia (M&M's)