



MEDIA RELEASE

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Ad agency BMF wins round 3 of 2011 Sirens

Ad agency, BMF has won the overall and single categories for round three of the 2011 Siren Awards. The ad for the Football Federation of Australia was called "Fan Made Stories – Chanting Dave" and was written by Dean Hunt and Paul Bruce.

Judge, and previous round winner, Michael Skarbek from AJF Partnership said about the winning ad: "There were a few great entries in this round, making it really hard to pick a winner. But 'Chanting Dave' won us over because it was unexpected and funny, and still just as good after listening to it again and again. Which, with so many good contenders, we had to do."

Winning writers, Dean Hunt and Paul Bruce said football fans were part of the inspiration for writing the ad. "This *Fan Made Story*, complete with intro voiceover and musical sting, honours the efforts of those football fans who create the unique atmosphere found at Hyundai A-League games. In this case, chanting practice."

They said that the most important thing when writing a radio ad was to: "Respect the format. Write for radio. Take time for pre-production, just like you would for TV. Cast properly. Use a director (we used Eardrum). Try things."

There were two highly commended ads in the single category. They were an ad for Four N Twenty called "Angus Breeder – Apology", written by Julian Schreiber and Tom Martin from Clemenger Melbourne and an ad for 7-Eleven, called "Pants" and written by Andrew Woodhead and Eamonn Dixon from agency, Leo Burnett Melbourne.

Winner of the campaign category was "Slow Mornings" for 7-Eleven, written by Andrew Woodhead and Eamonn Dixon from agency, Leo Burnett Melbourne. The campaign uses humor to encourage people to buy a coffee from 7-Eleven.

Winner of the craft category was an ad for Coopers DIY Beer, called "Deadly Doorbell/Dodgy Doggy Door/ Short Temper." It was produced by sound engineers, Ralph van Dijk and Abbie Sie from production studio, Eardrum/Song Zu in Sydney.

There was one highly commended ad in the craft category. It was an ad for Solo called "Junk Yard" and was produced by sound engineer, Paul Taylor from production studio, Sound Reservoir in Sydney.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Entries for round four of the 2011 Siren Awards are now open and close on November 26. For more information visit the dedicated website www.sirenawards.com.au.

Media contact: Jenny Stevenson Ph: (0402) 214 039. Winning ads can be heard at the website: www.sirenawards.com.au.