

## Flagstaff Studios wins Sirens Round 4

An ad campaign by Melbourne's Flagstaff Studios titled "The Last Race, No Coincidence, Correct Weight" for client Carlton Mid has won the Campaign category, and has won Overall in the fourth round of the Siren Awards 2015.

"The Last Race, No Coincidence, Correct Weight" radio ad campaign utilised the racing season to call upon mates to 'stay a little longer' together at the races, enjoying Carlton Mid. The ad spots spoke to Aussie males, using humour to imply that the races were designed for mates to spend more time socialising and drinking together. The 3 x 30 second ads were written by Richard Williams and Ant Phillips, and directed by Paul Le Couteur.

The Single category was also won by Flagstaff Studios for the Carlton Mid ad, "The Last Race".

The Craft category was won by agency Eardrum, for their ad "Love" for client Commercial Radio Australia (CRA), as part of the new radio industry brand campaign. Sound engineered by Myles Lowe and Ramesh Sathiah, and directed by Ralph van Dijk and Dominic Youdan, the creative and performances combine to make a feel-good campaign about feeling good.

Three Single entries were Highly Commended: Flagstaff Studios for Carlton Mid, "No Coincidence", written by Richard Williams and art directed by Ant Phillips with creative direction by Paul Le Couteur; Leo Burnett Melbourne for "Previous Nana", written by Edwards Heckes, Daniel Sparkes, and Andrew Woodhead, with creative direction by Paul Le Couteur (Flagstaff Studios); and Leo Burnett for Diageo Australia for "Men Like Us Like Tasting", written by Scott Huebscher.

In the Campaign category, Highly Commended awards went to: Leo Burnett Melbourne for 7-Eleven, "BYO Cup Day" written by Edwards Heckes, Daniel Sparkes, and Andrew Woodhead, with creative direction by Paul Le Couteur (Flagstaff Studios); Publicis Mojo for Air Asia, "Escape Campaign" written by Christian McKechnie and Ben Less, with creative direction by Fraser Bailey and Dave Champion; and cummins&partners for Asahi Premium Beverages - Woodstock Bourbon, "The Wood Does the Work: 'Bob, 'Jed', 'Avery'", written by Chris Ellis and Aaron Lipson with creative direction by Paul Baxter.

In the Craft category there were six Highly Commended entries: Eardrum Australia for CRA, "Local" and "Talk", both sound engineered by Myles Lowe, Ramesh Sathiah (Song Zu) and directed by Ralph van Dijk and Dominic Youdan (Assistant Director); Flagstaff Studios for 7 Eleven, "Limited Helmet" and "Precious Nana", both sound engineered and directed by Paul Le Couteur; Flagstaff Studios for Carlton Mid, "The Last Race"; with sound and direction by Paul Le Couteur; and Flagstaff Studios for Seek, "Hammer & Nail", sound engineered by Paul Le Couteur and Dee Gjedsted and directed by Paul Le Couteur.

The Gold Siren winner receives a trip to Cannes to the Cannes Radio Lions, and two tickets to attend the festival. The client of the winning 2015 Gold Siren Award also wins a ticket to Cannes. Silver Sirens are awarded in each of the three categories: single, campaign and craft. The winners are decided by a panel of industry experts, made up of creative directors from leading ad agencies, known as the Siren Creative Council. There is also a client-voted award: a \$5000 cash prize awarded to the writers of the ad voted the best by a panel of clients.

**Round 5 of the 2015 Siren Awards is now open, with an extended period for the holiday season. Entries close on 13 February 2015.**

**Media contacts: Melissa Fleming – 0417 499 529 Vasinee Jordan – 0410 691 161**

Listen to Round 4 2015 winning ads at [www.sirenawards.com.au](http://www.sirenawards.com.au) and find the Siren Awards on [Facebook](#).