



MEDIA RELEASE

Embargoed until 9am
6 May 2011

Leo Burnett Melbourne takes out best radio ad of the year

Advertising agency, Leo Burnett Melbourne has won the 2011 Gold Siren award for best radio ad of the year for a campaign called "Slow Mornings" for 7-Eleven.

The campaign was written by Andrew Woodhead and Eamonn Dixon and is the first time the agency has won the Gold Siren Award. The same ad also won a Silver Siren for winning the campaign category.

The winning ad, which uses humour to encourage people to buy a coffee from 7-Eleven, was announced today at a breakfast in Sydney. It will automatically be entered into the Cannes Radio Lions to be held next month at the Cannes Advertising Festival and the winning writers receive airfares, accommodation and tickets to the event.

Judge, Brad Grisaffe, senior engineer, Audiobrien said about the winning ad: "'Attention grabbing and funny...everyone can relate to having a slow morning".

Judge, Joe Talcott, chief creative, NewsLab said: "This year's Siren Awards were quite difficult to judge, with a strong showing of high quality work being submitted. The Gold winner wonderfully demonstrated something that millions of people experience every morning. It compelled you to listen to the ads".

The national Siren Awards, now in their seventh year, are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. A winner is announced in each of the three categories: single, campaign and craft as well as an overall winner who receives the Gold Siren. The awards are judged by the Siren Council, comprised of creative directors and producers from advertising agencies and studios throughout Australia.

Winner of the Silver Siren for the single category announced today was an ad for Perth Zoo called "Slender Tailed", written by Josh Edge and Rikki Burns from The Brand Agency in Perth.

The Silver Siren winner for the Craft category was an ad for Adelaide Zoo called "Bath". The ad, which promoted an unusual Mother's Day gift to encourage people to visit the Zoo, was produced by sound engineer, Martyn Zub from production studio, Oasis Post in Adelaide.

Judge, Brad Grisaffe, senior engineer, Audiobrien said about the winning craft ad: "Bath for The Adelaide Zoo lets you eavesdrop on a conversation between a mum and her daughter, The mum from the perspective of being in a bath, the daughter speaking to her through the bathroom door. The spot beautifully captures the acoustic space, completed by an unexpected visit from an occupant of the Zoo! Well done!"

The 2011 Siren Awards also included a new award known as the Siren Client Award which was judged by a panel made up of clients, rather than agency creative directors. This Award was

won by radio network, Austereo in Perth for an ad for Allpest, called “Does not negotiate – Rats”, written by Alida Henson, Garry Dean, Ingrid Paxton and Matt Dickson. The winners received a cash prize of \$5000.

The winning team said: “An essentially bland topic inspired us. We knew the campaign needed some creativity if it was going to work. We started with the line ‘does not negotiate’ as a bit of a funny euphemism, and then developed the approach from there. The idea of pests being ‘unwanted houseguests’ gave us the basis for the scenario and it all came together nicely.”

Chief executive officer of Commercial Radio Australia, Joan Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising and had grown in stature each year: “This year there has been a record number of entries with over 800 – an increase of 34% on last year and a fantastic result which highlights how important this Award has become.”

Today’s breakfast was hosted by 2UE’s Paul Murray and was followed by a one-day, hands-on workshop on how to make great radio ads.

Media contact: Jenny Stevenson (02) 9281 6577 or (0402) 214 039.

**Media note: Winning ads can be heard and downloaded on website: www.sirenawards.com.au
Pictures from today’s breakfast will be available at the same website after 9.30am**

2011 Siren Award winners

Siren Awards 2011 Overall Category Winner (Gold Siren)

Agency: Leo Burnett, Melbourne
Writer: Andrew Woodhead and Eamonn Dixon
Client: 7-Eleven
Commercial Title: “Slow Mornings”

Siren Awards 2011 Single Category Winner (Silver Siren)

Agency: The Brand Agency, Perth
Writer: Josh Edge and Rikki Burns
Client: Perth Zoo
Commercial Title: “Slender Tailed”

Siren Awards 2011 Campaign Category Winner (Silver Siren)

Agency: Leo Burnett, Melbourne
Writer: Andrew Woodhead and Eamonn Dixon
Client: 7-Eleven
Commercial Title: “Slow Mornings”

Siren Awards 2011 Craft Category Winner (Silver Siren)

Sound Engineer: Martyn Zub
Production Studio: Oasis Post, Adelaide
Client: Adelaide Zoo
Campaign Title: “Bath”

Siren Awards 2011 Client Category Winner (cash prize)

Agency: Austereo, Perth
Writer: Alida Henson, Gary Dean, Ingrid Paxton and Matt Dickson
Client: Allpest
Commercial Title: “Does not negotiate – Rats”