



# MEDIA RELEASE

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## Finalists announced for year's best radio ad

The best radio ad of 2012 will be battled out between more than 20 ad agencies, radio stations and production studios as part of the national Siren Awards, which will be announced in Melbourne next month.

The finalists include some of the best known advertising agencies in Australia including Clemenger BBDO; BMF, DDB Sydney, Leo Burnett, McCann, AJF Partnership, The Monkeys, Eardrum Australia and kwp! in Adelaide.

An overall winner, who receives the Gold Siren, as well as a winner in each of the three categories: single, campaign and craft, will be announced at the breakfast. The Gold Siren winner is decided by a panel of industry experts, known as the Siren Creative Council.

The 2012 winner will be automatically entered into the Cannes Radio Lions – to be held in June and its writer will also win two tickets to attend the festival. This year, for the first time, the client of the winning 2012 Gold Siren Award will also be going to Cannes, alongside the creatives who wrote the ad.

Chief executive officer of Commercial Radio Australia, Joan Warner said this new element of the prize recognised the important role clients play in driving the writing, production and delivery of high quality radio ads.

"There is also a client-voted award, of a \$5000 cash prize to the writers of the ad voted the best by a panel of clients."

Ms Warner said the quality of Australian radio ads was improving each year. "Each year the bar is set higher at the Siren Awards with fantastic creativity and production displayed by all the finalists," Ms Warner said.

Last year's Gold Siren winner was a campaign called "Slow Mornings" for 7-Eleven, written by Andrew Woodhead and Eamonn Dixon from agency, Leo Burnett Melbourne.

Ms Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

**The best radio ad for 2012 will be announced at a breakfast on May 4 at Encore, St Kilda Beach in Melbourne. Tickets are available for \$70 plus GST.**

For a booking form and more information visit the Sirens website [www.sirenawards.com.au](http://www.sirenawards.com.au)

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

**Media note: List of 2012 Siren Award Finalists is attached (see next page)**

**To listen to the ads click [here](#)**

## 2012 Siren Award Finalists

### Singles

303 Group, Perth, Dav Tabeshfar, Office of Road Safety, Baby  
BMF, Sydney, Dennis Koutoulogenis and Jake Rusznyak, MLA Australia, Chop Culture Rant  
Clemenger BBDO, Adelaide, Matt O'Grady, Amy Weston, Dave Lawson, Yvonne Karabatsos and Erik de Roos, Motor Accident Commission of South Australia, Lose your licence and you're screwed - Booty Call  
Clemenger BBDO, Melbourne, Richard Williams and Ant Phillips, Fosters - Carlton Mid, Duet  
Clemenger BBDO, Melbourne, Richard Williams and Ant Phillips, Fosters - Carlton Mid, Couple Copy  
DDB Sydney, Jon Austin, Rich Robson, Steve Wakelam and Nick Pringle, Volkswagen, Chocolat  
Gatecrasher, Perth, Des Hameister, Alcoholics Anonymous, Co-worker  
Gatecrasher, Perth, Des Hameister, Alcoholics Anonymous, Mummy  
kwp! Advertising, Adelaide, Steve Williss, Coopers Premium Light, Coopers Legends of Light – Glen Richards  
Leo Burnett, Melbourne, Andrew Woodhead and Eamonn Dixon, Scope, What do I look like?  
Nick&Phil, Melbourne, Nick Weller, John Skaro, Phil van Bruchem and Roger Nance, Broo Premium Lager, Bitter  
Nick&Phil, Melbourne, Nick Weller, John Skaro, Phil van Bruchem and Roger Nance, Broo Premium Lager, Barbeque  
Nick&Phil, Melbourne, Nick Weller, John Skaro, Phil van Bruchem and Roger Nance, Broo Premium Lager, Australia Day  
Southern Cross Austereo, Perth, Alida Henson, Garry Dean, Ingrid Paxton and Matt Dickson, Allpest, Does not negotiate – Cockroaches  
The Brand Agency, Perth, Mitch Mitchell, Curtin University, 70,000 Thoughts  
The Brand Agency, Perth, Gene Brutty and Tim Seddon, Drug and Alcohol Office WA, Screaming  
The Monkeys, Sydney, Benn Sutton and Jed De Pyper, Astar, The Lost Mummies  
The Monkeys, Sydney Tim Green, IKEA, Lost Toy  
The Monkeys, Sydney, Tim Green and Paul Sharp, IKEA, Yo-yo  
The Monkeys, Sydney, Tim Green and Tim Cairns, IKEA, Holidays  
Whybin\TBWA\Tequila, Melbourne, Chris Ellis and Amelia Birrell, betstar.com.au, Lucky Country  
Whybin\TBWA\Tequila, Melbourne, Chris Ellis and Amelia Birrell, Nissan, Queenslander

### Campaign

303 Group, Perth, Dav Tabeshfar, Richard Berney, Liam Riddler and Emma Clowes, Office of Road Safety, You're not listening  
303 Group, Perth, Dav Tabeshfar, Richard Berney, Liam Riddler and Emma Clowes, Office of Road Safety, Enjoy The Sounds  
AJF Partnership, Melbourne, Michael Skarbek, Blundstone, Tough by Nature  
AJF Partnership, Melbourne, Glenn Dalton, Lion, A Dare Iced Coffee fix'll fix it  
BMF Melbourne, Callum Fitzhardinge and Chris Andrews, National Foods, Baron von Orsum  
Clemenger BBDO Melbourne, Richard Williams and Ant Phillips, Fosters - Carlton Mid, Spending too much time with the wife?  
Disciple, Sydney, Giles Clayton & Simon Hayes, Subaru, Driver Fatigue/Truck/Highway  
Eardrum, Sydney, Ralph van Dijk and Cal Nichols, Commercial Radio Australia, CRA Brand Campaign 12  
Eardrum, Sydney, Ralph van Dijk and Cal Nichols, NRMA Motoring & Services, Station Breakdowns  
Gatecrasher, Perth, Des Hameister, Alcoholics Anonymous, AA Campaign  
JayGrey, Sydney, Jay Furby, Pental - White King, White King Power Clean  
KWPI Advertising, Adelaide, Corey Swaffer, Coopers Mild Ale, Coopers Masters of Maturity Campaign  
McCann, Sydney, Kieran Flanagan, Coca-Cola South Pacific MOTHER, Mother Made Me Do It  
Nick&Phil, Melbourne, Nick Weller, John Skaro, Phil Van Bruchem and Roger Nance, Broo Premium Lager, Broo Campaign - Bitter / BBQ / Australia Day  
Rare Creative Thinking, Perth, Steve Brown, CD Dodd, Boring/Clive/Eric/Life  
SMART, Sydney, Dan Gregory and Kieran Flanagan, Mother Energy Drink, Wakes You the Hell Up/Morning Number 2/No Navel Gazing/After Nothing  
The Brand Agency, Perth, Gene Brutty and Tim Seddon, The Sunday Times/Career One, Bosses  
The Monkeys, Sydney, Tim Green and Paul Sharp, IKEA, De-clutter, de-stress campaign  
The Monkeys, Sydney, Benn Sutton and Jed De Pyper, Astar, Lost Mummies/Time Travel/Elephant Seal

### Craft

303 Group, Perth, Nick Gallagher, Edith Cowen University, ECU Mix 2  
Best FX, Adelaide, Scott Illingworth and Pete Best, SA Lotteries, Scratched Record  
Best FX, Adelaide, Scott Illingworth, SA Lotteries, Scratch  
Brainestorm, Perth, Marty Braine, Alcoholics Anonymous, Mummy  
Brainestorm, Perth, Marty Braine, Alcoholics Anonymous, Sister  
Brainestorm, Perth, Nick Gallagher, Curtin University, 70,000 Thoughts  
Eardrum, Sydney, Ralph van Dijk and Simon Kane (Song Zu), IKEA, Holidays  
Eardrum, Sydney, Ralph van Dijk and Simon Kane (Song Zu), IKEA, Lost Toy  
Eardrum, Sydney, Ralph van Dijk and Abby Sie (Song Zu), Commercial Radio Australia, Quality Shhh  
Eardrum, Sydney, Ralph van Dijk and Simon Kane (Song Zu), IKEA, Sat Nav  
Eardrum, Sydney, Ralph van Dijk and Simon Kane (Song Zu), Trading Post, Fastest Sale  
Eardrum, Sydney, Ralph van Dijk and Simon Kane (Song Zu), Good Start Early Learning Centre, Learning's For Life  
Eardrum, Sydney, Ralph van Dijk and Paul Taylor (Sound Reservoir), Astar, Elephant Seal  
Eardrum, Sydney, Ralph van Dijk and Paul Taylor (Sound Reservoir), Astar, The Lost Mummies  
Eardrum, Sydney, Ralph van Dijk and Steve Hessell (Bento Productions), Coopers Premium Light, Coopers Legends of Light – Glen Richards  
Flagstaff Studios, Melbourne, Paul Le Couteur, Department of Justice, Travellers  
Flagstaff Studios, Melbourne, Paul Le Couteur, Carlton Mid, Duet  
Flagstaff Studios, Melbourne, Stevo Williams, Broo Beer, Bitter  
MCM media, Melbourne, Andy Wells, Russian Standard Vodka, Purity  
Risk Sound, Melbourne, Paul Baxter, Defence Force Recruiting, Royal Australian Navy – Confidence  
Risk Sound, Melbourne, Paul Baxter, Defence Force Recruiting, Royal Australian Navy - Courage