



MEDIA RELEASE

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Gold Siren winner claims Radio Grand Prix at Cannes Lions

The “Dumb Ways to Die” campaign, featuring the 2013 Gold Siren winning ad “Set Fire to Your Hair”, has continued its domination at the Cannes Lions by claiming the Radio Grand Prix. Written by John Mescall and Pat Baron of McCann Melbourne, the hugely successful campaign for Metro Trains, which started as a radio ad, has claimed the top gong across several categories, adding the Radio Grand Prix to the list overnight.

Cannes judges responsible for choosing winners in the radio category said despite the rise in social media, radio should be viewed by both advertisers and their agencies to connect with consumers.

After winning the Gold Siren last month, writer and executive director of McCann, John Mescall said: “We tried to make a radio ad that was nothing like a traditional radio ad. It’s a song first and foremost with a subtle but unmistakable message embedded into it. The fact that a lot of radio stations around the world have chosen to play the 3 minute version of our ad for free, as part of their music programming, tells us that we may well have pulled it off.”

Acknowledging the role that clients play in commissioning innovative, creative campaigns, Commercial Radio Australia flies the client of the Gold Siren winner to Cannes to celebrate the success. Marketing Manager of Metro Trains, Chloe Alsop, said from the festival: “The success this week is nothing short of overwhelming. As a client, it’s great to be here and celebrate creativity - the talent on show is phenomenal.”

“I value radio and work closely with some great people to get the results, so this one is extra special for me and the Metro team. Thanks again to CRA. Amazing experience.”

Chief executive officer, Commercial Radio Australia, Joan Warner said: “The international recognition of this highly successful campaign reinforces that Australian radio advertising continues to be innovative and creative.”

For the chance to attend the Cannes Lions in 2014, enter round two of the 2014 Siren Awards now. Entries close for round two on 12 July.

Media contact: Melissa Fleming – 0417 499 529 or Robbie Keswick – 0424 951 910

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