



MEDIA RELEASE

31 August 2010

AJF Partnership wins round 2 of 2011 Sirens

Melbourne ad agency, AJF Partnership has won the overall, campaign and single categories for round two of the 2011 Siren Awards. The winner of the overall and campaign category was a campaign of three ads for National Foods and its Dare Iced Coffee product, called "The Fist, The Date and The Reunion." The single ad winner, "The Fist", was from the same campaign. Writer of the ads was Michael Skarbek.

Judge, and previous round winner, Josh Edge from agency, The Brand Agency in Perth said about the winning ad: "We like the Dare Iced Coffee Campaign for its simple, human insight – that "coffee" moments are usually the sort of moments men would rather undergo an emergency vasectomy than attend – and the great, punchy writing. Making an honest insight funny is harder work than it looks, but these ads make it look effortless."

Winning writer, Michael Skarbek said: "It's not that these ads are unique, they just use a style that doesn't really get used all that often anymore on radio – the simple art of storytelling. Just a voice, no sound effects or music, drawing you in with a story you haven't heard before, which hopefully makes you smile."

There was one highly commended ad in the campaign category. It was an ad for sports.bet.com.au called "People who like to bet on the net", written by Brendan Greaney and Andrew Woodhead from agency, Leo Burnett Melbourne.

Winner of the craft category was an ad for the South Australian government initiative, Be Active called "Be Active the Musical". The initiative, which aims to make South Australians more physically active, was produced by Eddie Bye from Adelaide's Nova 919.

Judge, Vaughan Jones from Prime Radio Network said about the winning ad: "These commercials demonstrate a range of technical craft. The engineer needed to create an instantly recognisable theatre ambiance and transition to a musical parody in a way that made sense to the listener, without the luxury of explanatory dialogue. Overall, a risky concept that relied heavily on the ability of the recording engineer to deliver a real, believable environment. A very vivid result was achieved. A perfect mental image."

Judge and previous round winner of the craft category, Martyn Zub from production studio, Oasis Post in Adelaide, said: "The pace and timing of the sound edit worked really well for me, adding to the humour of the track. Great, funny stuff, makes me want to start singing!"

There was one highly commended ad in the craft category. It was an ad for Adelaide Now called "World Cup Soccer" and was produced by sound engineer, Justin Astbury from production studio, Oasis Post in Adelaide.

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 three of the 2011 Siren Awards are now open and close on September 17. For more information visit the dedicated website www.sirenawards.com.au.

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