



# MEDIA RELEASE

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## Australian radio ads shortlisted at Cannes

Australian radio ads have continued to perform well at Cannes Advertising Festival with several shortlisted overnight for the Radio Lions, chief executive officer of Commercial Radio Australia, Joan Warner said today.

“This is a good result – and congratulations to all the ads shortlisted, which is an excellent result up against the best radio ads around the world,” Ms Warner said.

“The Australian radio ads shortlisted include two Siren Awards winners – one has recently won the first round of the 2012 Siren Awards. This shows that the Siren Awards are helping improve standards and creativity in radio advertising.”

The shortlisted Australian ads are: (listed by agency, client, title and category)

Three Drunk Monkeys Sydney, Ikea, “Holidays” (Retail)\*  
Jay Grey Sydney, 4 Pines Brewing Company, “Fridge” (Alcoholic Drinks)  
Jay Grey Sydney, 4 Pines Brewing Company, “Rear Entry” (Alcoholic Drinks)  
303 Group Sydney, Office of Road Safety, “Handbag”  
US Sydney, SBS, “Immigration Drive”\*  
Three Drunk Monkeys Sydney, Ikea, “Holidays” (Best Acting Performance)\*  
303 Group Sydney, Harley-Davidson, “Riding South”  
Eardrum Sydney, Strepsils Throat Lozenges, “Product Placement”  
Jay Grey Sydney, 4 Pines Brewing Company, “Fridge” (Best Script Writing)  
Jay Grey Sydney, 4 Pines Brewing Company, “Rear Entry” (Best Script Writing)  
Jay Grey Sydney, 4 Pines Brewing Company, “Dude” (Best Script Writing)

(\*Sirens winners)

Ms Warner said this was the fifth year in a row that Sirens winning ads had made it to the shortlist with the 2007 winner taking out the Grand Prix Radio Lions and the 2008 winner taking out a Silver Radio Lion.

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.

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