



MEDIA RELEASE

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Broo beer ads win clean sweep round five - 2012 Sirens

An ad for Broo Premium Lager called "BBQ", which promotes an Australian-owned beer, has won the single and overall categories for round five of the 2012 Siren Awards. Written by John Skaro, Roger Nance, Nick Weller and Phil Van Bruchem, from agency Nick and Phil in Melbourne, the same ad is part of a campaign, called "Bitter / BBQ / Australia Day", which also won the campaign category.

Judge, Mike Edmonds from Meerkats, said about the ads: "A great combo of cheeky brand strategy and clever, disciplined copywriting. Good performances from the talent, too, who must have lapped up the chance to actually do one of those accents they're always putting on their demos but nobody (hardly) ever uses."

Judge, Rem Bruijn, creative director, brainheart said about the ad, BBQ: "A strategically brilliant idea for a small challenger brand that leverages the equity of Australia's number one selling beer (and perhaps most famous beer campaign) and turns it against itself. Beautifully written, cast, directed and performed. Ear quenching ahhhhh."

And about the Broo Premium Lager campaign: "If the beer is anything like the ads you won't want to stop at three. Each subsequent ad was as morish as the one before it. There was no weak link."

Highly commended in the single category was "Australia Day", part of the Broo Lager campaign, as well as an ad for Ikea, called "Yo Yo", written by Tim Green and Paul Sharp from agency, The Monkeys in Sydney.

Highly commended for the campaign category was "De-clutter, de-stress" for Ikea, written by Tim Green and Paul Sharp from agency, The Monkeys in Sydney. Also highly commended in the campaign category was "White King Power Clean" for Pental - White King, written by Jay Furby from agency, JayGrey in Sydney.

Winner of the craft category was an ad for Good Start Early Learning Centre, called "Learning's for Life", produced by sound engineers, Ralph van Dijk from production studio, Eardrum Australia and Simon Kane from Song Zu in Sydney.

Highly commended in the craft category was an ad for SA Lotteries called "Scratch", produced by sound engineer, Scott Illingworth from production studio, Best FX in Adelaide.

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 in May.

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Listen to Round 5 winning ads on the website: <http://www.sirenavards.com.au/>