

5 April 2011

Finalists announced for year's best radio ad

The best radio ad of 2011 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 Sydney next month.

The finalists include some of the best known advertising agencies in Australia including Clemenger BBDO; Leo Burnett; The Brand Agency, The Campaign Palace, US Sydney as well as smaller agencies like Eardrum Australia, kwp! In Adelaide; and Twenty20 and The Sphere Agency in Melbourne. Radio stations represented among the finalists include Austereo in Adelaide, Southern Cross Media in Perth, Australian Radio Network in Adelaide and DMG in Sydney.

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 a breakfast on May 6 in Sydney. The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

Chief executive officer of Commercial Radio Australia, Joan Warner said the quality of Australian radio ads was improving each year, highlighted by the success of Australian entries at the Cannes Advertising Festival. "Twelve of the seventeen Australian radio ads shortlisted for the Radio Lions at last year's Cannes Advertising Festival were successful, winning either Silver or Bronze Lions. Six of these award winning ads were also Sirens winners which is an excellent result up against the best radio ads around the world," Ms Warner said.

Last year's Gold Siren winner, an ad, called "Clothes" for international brand Tena, developer of absorbent hygiene products, was written by Julian Schreiber and Tom Martin from agency, Clemenger BBDO Melbourne.

Ms Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising and had grown in stature each year.

"This year has been a record for the number of entries with over 800 entries– a fantastic result which shows how important this Award has become."

The Gold Siren winner is decided by a panel of industry experts, known as the Siren Creative Council. The 2011 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.

The 2011 Siren Awards also include a new award known as the Siren Client Award. This will be won by one of the five overall round winners and is judged by a panel made up of clients – rather than agency creative directors. The client panel will be made up of the clients who commissioned the winning Gold and Silver Siren winners from the year before and other guest judges. The Award will be a cash prize of \$5,000 and will also be announced at the breakfast.

The Sirens breakfast will be held at the Star Room, Imax Theatre from 7.30am to 9.00am. Tickets are on sale now at \$65 for the breakfast and a table of ten is available for \$595. The breakfast will be followed by a creative workshop on how to write great radio ads. More details will be available soon. For more information visit the Sirens website, www.sirenawards.com.au.

Media contact: Jenny Stevenson. Ph: 0402 214 039.

Media note: [List of 2011 Siren Award Finalists is attached \(see next page\)](#)

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

2011 Siren Award Finalists

Single

AJF Partnership, Melbourne, Michael Skarbek, National Foods – Dare, The Fist
Austereo,, Perth , Alida Henson, Garry Dean, Ingrid Paxton and Matt Dickson, Allpest, Does not negotiate – Rats
BMF, Sydney, Dean Hunt and Paul Bruce, Hyundai A-league Football Federation Australia, Fan Made Stories - Chanting Dave
Classic Rock 95.3, DMG, Sydney, Simon Hills-Johnes, The Old Timers Centre, Honest Richard
Clemenger BBDO, Melbourne, Julian Schreiber and Tom Martin, Four'N Twenty, Angus Breeder - Apology
Clemenger BBDO, Melbourne, Richard Williams and Ant Phillips, Carlton Draught, Mos Def Freshest Draught Beer
Clemenger BBDO, Melbourne, Seymour Pope and Luke Thompson, Carlton Dry, Steve O
Draftfcb, Melbourne, Josh Armstrong, Chris Shoolman and Sanjay Rego, National Stroke Foundation, Emma - Mirror
Draftfcb ,Melbourne, Josh Armstrong, Chris Shoolman and Sanjay Rego, National Stroke Foundation, Glen - Vocal Chord
Eardrum, Sydney, Ralph van Dijk, Commercial Radio Australia, Charlotte
Eardrum, Sydney, Ralph van Dijk, Commercial Radio Australia, Mamma Lunch
Flagstaff Studios, Melbourne, Ant White, Yellow, Cupid
kwp! Advertising, Adelaide, Corey Swaffer, Coopers DIY Beer, Dodgy Doggy Door
Leo Burnett ,Melbourne, Andrew Woodhead and Eamonn Dixon, 7-Eleven, Pants
Leo Burnett ,Melbourne, Andrew Woodhead, 7-Eleven, Inner Cheetah Panther
Leo Burnett ,Sydney, Michael Canning, Diageo, Groceries
Leo Burnett ,Sydney, Michael Canning, Diageo, Reading
Southern Cross Media - RadioWest/HOTfm, Bunbury, Josh Langley, Roadwise, Little White Cross
The Brand Agency , Perth, Josh Edge and Rikki Burns, Perth Zoo, Slender Tailed
The Brand Agency, Perth, Josh Edge and Rikki Burns, Perth Zoo, The Slow Loris
The Brand Agency, Perth, Josh Edge and Rikki Burns, Perth Zoo, Red-Eyed Tree Frog
The Campaign Palace, Sydney, Matt Swinburne and John Koay, Selleys Turtle Wax, Wax Job
Twenty20, Melbourne, Matthew Ellis, Andrew Panozzo, People Telecom, Transfer

Campaign

AJF Partnership, Melbourne, Michael Skarbek, National Foods – Dare, The Fist/The Date/The Reunion
Austereo, Melbourne, Darren Collins and Jon Williams, Burger Edge, Grandma/Beggar/Tourist
BMF, Sydney, Philip Sicklinger and Corinne Goode, National Foods, South Cape, For Every Social Emergency
Clemenger BBDO, Adelaide, Greg Knagge, Geoff Robertson, Kim Boehm, Adelaide Now, How to Speak Fluent AFL
Clemenger BBDO, Melbourne, Richard Williams and Ant Phillips, Carlton Draught, Carlton Draught We're So Fresh
Draftfcb, Melbourne, Josh Armstrong, Chris Shoolman, Sanjay Rego, National Stroke Foundation, A stroke makes even the simplest things hard
Eardrum, Sydney, Ralph van Dijk and Cal Nichols, Commercial Radio Australia, Choice Bro 30"/Latest 30"/Moved Out 30"
Eardrum, Sydney, Ralph van Dijk, Commercial Radio Australia, Charlotte/Rob/Couple 30"
JWT, Melbourne, Richard Muntz, Vegemite-Kraft, Edger 30"/Tiger Toaster 30"/Wormer 30"
Leo Burnett, Melbourne, Andrew Woodhead and Eamonn Dixon, 7-Eleven, Slow Mornings
Leo Burnett , Melbourne, Andrew Woodhead, 7-Eleven, Sports Slurpee
Leo Burnett , Melbourne, Andrew Woodhead, seek.com.au, If it exits
Leo Burnett , Melbourne, Brendan Greaney and Andrew Woodhead, sportsbet.com.au, People who like to bet on the net
Magnum Opus, Melbourne, Mike Allen, Victorian Government, Play it safe by the water
The Brand Agency, Perth, Josh Edge and Rikki Burns, Perth Zoo, Find Your Animal Campaign
The Sphere Agency, Melbourne, Darren Fishman, Interflora, Love The Juan You're With
Twenty20, Melbourne, Matthew Ellis, Andrew Panozzo, People Telecom, Alien voices
US Sydney, Chad Mackenzie, Danny Wehbe, David Roberts, SBS, Versus
US Sydney, Nigel Clark, Tim Chenery, SBS, Immigration Nation: The Lucky Country

Craft

Australian Radio Network, Adelaide, Martin Kubitzky, ACT Police, Texting and Driving - Run over child
Eardrum, Sydney, Ralph van Dijk and Paul Taylor - Sound Reservoir, VB, Tasting
Eardrum, Sydney, Scott Collins and Ralph van Dijk, Commercial Radio Australia, Young Dad
Eardrum/Plush Films, Sydney, Ralph van Dijk and Scott Collins, Vegemite, Vegemite Edger 60"
Eardrum/Song ZU, Sydney, Ralph van Dijk and Abbie Sie, Coopers DIY Beer, Dodgy Doggy Door
Flagstaff Studios, Melbourne, Paul Le Couteur, People Telecom, Downtime
Flagstaff Studios, Melbourne, Paul Le Couteur, People Telecom, Offer
Flagstaff Studios, Melbourne, Paul Le Couteur, People Telecom, Transfer
Nova 919, Adelaide,, Eddie Bye, Be Active, Be Active the Musical
Nova 919, Adelaide, Eddie Bye, Red Square Complex, RedSquare Re-Born
Oasis Post, Adelaide, Justin Astbury, Adelaide Now, World Cup Soccer
Oasis Post, Adelaide, Martyn Zub, Adelaide Zoo, Bath
Risk Sound, Melbourne, Matt Thompson, Department of Justice, Look Before You Leap
Risk Sound, Melbourne, Matt Thompson, Department of Justice, Never Swim Alone
Risk Sound, Melbourne ,Paul Baxter, Metlink, Buses - Comic
Risk Sound, Melbourne, Paul Baxter, TAC, Motorcycles - Surfing
Risk Sound, Melbourne, Paul Baxter, The Age, Sport and Style - Cricket
Risk Sound, Melbourne,Paul Baxter, WorkSafe, Manager Bones
Sound Reservoir, Sydney, Paul Taylor, Solo, Junk Yard
Sound Reservoir, Sydney, Paul Taylor, Solo, Solo Car Park
Southern Cross Media – Bunbury, RadioWest/HOTfm, Jeremiah Busniak, Roadwise, In a rush?
Southern Cross Media – Bunbury, RadioWest/HOTfm, Jeremiah Busniak, Roadwise, Little White Cross