

April 21 2015

## New format for Siren Awards to announce Best Radio Ad of the Year

The Siren Awards Best Radio Ad for 2015 will be announced on 14 May in a new evening format. The 11<sup>th</sup> national Siren Awards run by Commercial Radio Australia will take place at Bar 100 in The Rocks in a less formal format with drinks and canapés.

Chief executive officer of Commercial Radio Australia, Joan Warner said: “We want to give agencies, clients, radio station executives, creatives and voice over talent the chance to network, while still recognising excellence in radio advertising creativity.”

“The new format will feature a laugh or two, a brief presentation of the key winners and a chance for a catch up over drinks with colleagues,” said Ms Warner.

A winner will be announced in three categories: single, campaign and craft, which receive Silver Sirens as well as an overall winner which receives the Gold Siren. The awards are judged by the Siren Council, comprised of creative directors and producers from leading advertising agencies and studios throughout Australia.

The overall Gold Siren winner for 2015 will be automatically entered into this year’s Cannes Radio Lions as well as the winning writers receiving a free trip to the Cannes Lion International Festival of Creativity. In addition, the client of the winning 2015 Gold Siren Award for the best radio ad of the year also wins a trip to Cannes alongside the creatives who wrote the ad.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. The awards promote the importance of creativity as a way to make radio advertising more effective.

The “Dumb Ways to Die” campaign, featuring the 2013 Gold Siren winning ad “Set Fire to Your Hair”, written by John Mescall and Pat Baron of McCann Melbourne, claimed the top gong across several categories, and the Radio Grand Prix in Cannes.

Siren Awards 2015 – Thursday, 14 May at Bar 100, The Rocks – 6-9 pm. Tickets are now on sale. For further details see the [www.sirenawards.com.au](http://www.sirenawards.com.au) website.

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