

26 April 2016

Finalists announced for Siren Awards best radio ad of 2016

Finalists in the best radio ad of 2016 were announced today with leading ad agencies, radio stations and production studios battling it out for the national Siren Awards, to be announced in Melbourne next month. Ads for Aldi, Maltesers, Jeep, Melbourne Symphony Orchestra, Sportsbet and Nandos are some of the brands amongst the finalists.

The Gold Siren winner will receive a trip to the Cannes Radio Lions in June, accompanied by the client of their winning campaign. In addition, Silver Sirens will be awarded to the winners of the three Siren categories of single, campaign and craft.

Chief executive officer of Commercial Radio Australia, Joan Warner said: "It's the 12th year of the Siren Awards and entries this year have been outstanding. The awards provide an opportunity for the winner to showcase Australian talent at Cannes, plus it's the radio industry's way of recognising ad agencies and clients for their continued support of radio advertising."

The winners are decided by the Siren Creative Council; a panel of creative directors from leading ad agencies. Finalists are selected from five rounds of Siren voting throughout 2015-16.

There is also a \$5000 cash prize for a client-voted award. A panel of clients vote for the best ad from the round 1- 5 overall winners and it is presented to the writers of the winning ad.

Last year's Gold Siren was won by Matt Dickson, Creative Solutions Director at Southern Cross Austereo Perth, with the ad "We Don't Do Husbands" promoting pest control company Allpest.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country.

The 2016 Siren Awards will take place on Thursday, 12 May at Alumbra, Central Pier, Docklands, Melbourne 6 – 9 pm.

Full list of 2016 Siren Award Finalists is attached (see next page)

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

Tickets are now on sale. For further details see the www.sirenawards.com.au website.
Find Sirens on Facebook - <https://www.facebook.com/sirenawards>

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2016 Siren Award Finalists

Single

BMF, Sydney, Cam Blackley, Alex Derwin, David Fraser, Dantie Van Der Merwe, ALDI Australia, El Toro Macho
BMF, Sydney, Cam Blackley, Alex Derwin, David Fraser, Dantie Van Der Merwe, ALDI Australia, Renberg Cider
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Maltesers, Texas Chainsaw Massacre
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Maltesers, Child's Play
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Maltesers, Jaws
George Patterson Y&R, Melbourne, James Wills & Shane Dawson, PTV, Fast Conversation
Marketforce, Perth, Guy Hamilton Howlett & Neil Martin, iiNet, Loading
Marketforce, Perth, Pat Lennox, Ben Green & Guy Hamilton Howlett, iiNet, iiNet NBN Buffering 'Cat Shark'
The Studio at SCA, Perth, Matt Dickson, Allpest, Dutch Oven
The Studio at SCA, Melbourne, Melbourne Symphony Orchestra, Great Scott

Campaign

BMF, Sydney, Cam Blackley, Alex Derwin, David Fraser, Dantie Van Der Merwe, ALDI Australia, Liquor Translator
BMF, Sydney, Cam Blackley, Jim Curtis & Ryan Fitzgerald, Sportsbet, Freedom
BMF, Sydney, Cam Blackley, James Sexton & Harry Neville Towle, Sportsbet, Cash Out Hotline
Clemenger BBDO, Melbourne, Elle Bullen & James Orr, Maltesers, Twisted Trailers
Cummins & Partners, Melbourne, Chris Ellis & Aaron Lipson, Jeep, Wouldn't You Rather Renegade?
Leo Burnett, Sydney, Scott Huebscher & Nils Eberhardt, NSW Fire & Rescue, Keep Looking When Cooking
Leo Burnett, Melbourne, Andrew Woodlead, Callum Fitzhardinge, Blair Kimber, Honda Limited Edition, Do Whatever it Takes
Nova Entertainment, Adelaide, Darren Russell & Eddie Bye, Bucket O Beef, Bucket O Beef
The Studio at SCA, Perth, Matt Dickson, Westspecs, Shart/Bowel Full of Grapes/Attractive Monkey
The Studio at SCA, Perth, Matt Dickson, Allpest, We Don't Do Husbands

Craft

Eardrum, Sydney, Colin Simkins (Gusto Studios), Commercial Radio Australia, The Box You Can't Beat – Mood
Eardrum, Sydney, Colin Simkins (Gusto Studios), Commercial Radio Australia, The Box You Can't Beat – Shower
Flagstaff Studios, Melbourne, Paul Le Couteur, Transport Accident Commission, Enforcement
Eardrum, Melbourne, Paul Le Couteur (Flagstaff Studios), Maltesers, Texas Chainsaw Massacre
Eardrum, Melbourne, Paul Le Couteur (Flagstaff Studios), Maltesers, Child's Play
Eardrum, Melbourne, Paul Le Couteur (Flagstaff Studios), Maltesers, Jaws
Flagstaff Studios, Melbourne, Paul Le Couteur, Jeep, Jingle
Rumble Studios, Sydney, Tone Aston, Sportsbet, Security Doors
RoscoAudio, Brisbane, Ross Batten, RACQ (The Royal Automobile Club of Queensland), Windscreen Issues
We Love Jam, Sydney, Hylton Mowday, Nando's, Matilda



