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## **Client of the 2012 Gold Sirens winner will also go to Cannes**

The client of the winning 2012 Gold Siren Award for the best radio ad of the year will be going to Cannes alongside the creatives who wrote the ad, chief executive officer of Commercial Radio Australia, Joan Warner, announced today.

"The 2012 Gold Siren Award will have another prize element added with the client associated with the Gold Siren winner also receiving a trip to Cannes plus registration in the advertiser stream of the Cannes Advertising Festival conference," Ms Warner said.

"The expansion of the Gold Siren prize to include the client recognises the important role clients play in driving the writing, production and delivery of high quality radio ads."

The importance of involving clients in the process of making radio ads was recognised in the 2011 Siren Awards with the introduction of an annual, client-voted award, of a \$5000 cash prize to the writers of the ad voted the best by a panel of clients.

The inaugural winners at the 2011 Siren Awards of the Client-Voted Award were Southern Cross Austereo's Perth based copywriters, Alida Henson, Garry Dean, Ingrid Paxton and Matt Dickson for an ad for Allpest, called "Does not negotiate – Rats".

Ms Warner said: "The addition of a trip for the client of the winning Gold Siren radio ad takes this recognition and appreciation a step further."

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.

At the annual Siren Awards event held in May each year a winner is announced in each of the three categories: single, campaign and craft as well as an overall winner who receives the Gold Siren.

The awards are judged by the Siren Council, comprising creative directors and producers from advertising agencies and studios throughout Australia.

Ms Warner said the Siren Awards provide a great opportunity to recognise excellence in Australian radio advertising and were continuing to grow in stature each year.

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