

Sydney agency Workshop wins Sirens Round 2

An ad titled “Spot the Difference” has scored Sydney agency Workshop Australia a win in the Single category, and is also the Overall winner of the second round of the Sirens Awards 2015.

Written by Matt Arbon and Alex Davidson from Workshop for client Healthdirect Australia, the 30 second ad was directed by Sandcastle Studios. The radio spot was part of an integrated campaign to drive brand awareness and increase visits to mindhealthconnect, an online government service providing a range of mental health resources from Australia’s leading health organisations.

On their inspiration for the commercial, Arbon and Davidson said: “Mental health is an issue that affects millions of Australians, including people close to us, but often the signs go unnoticed. Unlike most campaigns that focus on the sufferer, this campaign targets their friends or family to help spot the signs of a mental health issue”.

The Campaign category for Round 2 was won by Cooch agency for the campaign, “Underpants, Footy, Nipples, Tooth, Sensitive Part”. Written and directed by Ron Samuel & Mick Colliss, with additional directors Marty Braine and Nick Gallagher, the series of 3 x 30 second ads created for the Department of Transport uses humorous situations to encourage people to save time by checking demerit points, paying rego, booking a driving test and paying for a driver’s licence online.

The Craft category was won by Nick Gallagher & Ron Samuel from Brainestorm, for the “Tooth” spot from the same “Underpants, Footy, Nipples, Tooth, Sensitive Part” campaign.

Three ads were highly commended in the Single category, two from Cooch’s “Underpants, Footy, Nipples, Tooth, Sensitive Part” campaign for “Tooth” and “Sensitive Part”. The third highly commended award went to “Man Hands” from Grey Melbourne for Sportsbet.com.au, written and directed by Shannon Crowe and Jackson Harper and directed by Michael Knox.

Highly commended in the Campaign category were: “AEB Senses All The Dangers, AEB Two Voices, AEB With And Without” from Flagstaff Studios, written by Alex Metson and Tim Bishop and directed by Paul Le Couteur for client TAC; and “Bills, Exit/Changes, Life” written by James Carter and directed by Paul Le Couteur for client Origin.

In the Craft category, three highly commended were: “Brazilian” from Brainestorm engineered by Nick Gallagher directed by Gallagher and Ron Samuel for client DOT; “Instant Scratch-Its Prestige Ticket” from Cutting Edge, sound engineered by Mike Lange and directed by Tristan Viney for client Golden Casket; and ‘The End of Confusion’ from BMF sound engineered by Tone Aston and directed by Jim Curtis - Ryan Fitzgerald for client Meat & Livestock Australia.

Ms Joan Warner, chief executive officer of Commercial Radio Australia said: “The second round of Sirens 2015 has continued to demonstrate the excellent use of radio as a creative medium by agencies showcasing creative and production techniques that truly connect with the listener.”

The Gold Siren winner receives a trip to Cannes to the Cannes Radio Lions, and two tickets to attend the festival. The client of the winning 2015 Gold Siren Award also wins a ticket to Cannes. Silver Sirens are awarded in each of the three categories: single, campaign and craft. The winners are decided by a panel of industry experts, made up of creative directors from leading ad agencies, known as the Siren Creative Council. There is also a client-voted award: a \$5000 cash prize awarded to the writers of the ad voted the best by a panel of clients.

Round 3 of the 2015 Siren Awards is now open and entries close on 12 September 2014.

Media contacts: Melissa Fleming – 0417 499 529 Vasinee Jordan – 0410 691 161

Listen to Round 2 2015 winning ads at www.sirenawards.com.au and find the Siren Awards on [Facebook](#).