



# MEDIA RELEASE

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## Tommy Medalia & Joe Hawkins win best radio ads of 2017

Tommy Medalia and Joe Hawkins have won Gold & Silver at the 2017 Gold Siren awards for a highly amusing series of ads designed to change driver behaviour for the Road Safety Commission called 'Time with Mum'.

Hawkins and Medalia created the three ads at 303 MullenLowe to illustrate what happens when you lose your licence and you're at the mercy of your mum and friends for lifts. All three spots - Window, Pilates and Out of Options won Gold for the overall win and the Silver Siren for best radio campaign (three or more ads in a campaign).

The clever humour in the ads appeals to the target audience of young, potentially over confident drivers and shows what happens when the freedom to drive is taken away.

The Gold Siren winners, Medalia and Hawkins, receive automatic entry for the winning ads into the Cannes Advertising Lions Festival in June. The creatives and their client the Road Safety Commission win accommodation, airfares and delegate passes to attend the event.

The Silver Siren award in the single category went to Evan Roberts and Stephen de Wolf from Clemenger BBDO Melbourne for the ad 'Every Speed has a Consequence' for the Transport Accident Commission (Victoria). The powerful 'sliding door moment' ad reminds drivers that slowing down can completely change the outcome of a road accident.

Prolific Siren award winner Paul Le Couteur of Flagstaff Studios took out the Silver Siren in the craft category for production of the ad 'Ticking Clock' for Victoria Bitter. Created to remind tradies that knock-off time is beer o'clock, the ad starts with the sound of a normal ticking clock. Slowly the tick-tock of the clock transitions into the classic Victoria Bitter theme song.

The Siren \$5,000 Client Award, judged by an industry panel of clients rather than the Siren Creative Council, is chosen from the five overall 2017 round winners and was won by Richard Shaw and Russell Fox from Clemenger BBDO Melbourne with the ad 'Ticking Clock' for Victoria Bitter. Richard Shaw and Russel Fox worked closely with Paul le Couteur to produce the winning craft entry.

At the presentation of the Siren Awards in Melbourne, Ms Joan Warner, chief executive officer of Commercial Radio Australia said: "This year's finalists were outstanding and the radio industry is proud to support the creative talent throughout Australia."

The 13<sup>th</sup> annual Siren Awards, run by Commercial Radio Australia, recognise the best radio advertising in Australia. The 2017 awards were hosted by stand-up comedian and Fox FM, Melbourne breakfast presenter, Dave Thornton at Alumbra at Docklands in Melbourne.

The Gold Siren and the Silver Siren winners, across the craft, single and radio campaign categories, were selected from hundreds of entries throughout 2016-17 over five rounds, plus a final call. They were judged by the Siren Council, comprised of creative directors and producers from leading advertising agencies and studios throughout Australia.

**Media contact: Melissa Fleming - 0417 499 529 #Sirens2017**

**Full details of winners are listed on the following page. Photos from the evening event will be available after 9.00 pm on Thursday night.**

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



## **2017 Siren Award winners**

### **GOLD**

Joe Hawkins & Tommy Medalia  
303 MullenLowe  
"Time with Mum" for Road Safety Commission

### **SILVER**

Radio Single  
Evan Roberts & Stephen de Wolf  
Clemenger BBDO Melbourne  
"Every Speed has a Consequence" for Transport Accident Commission (Victoria)

### **SILVER**

Radio Campaign  
Joe Hawkins & Tommy Medalia  
303 MullenLowe  
"Time With Mum" for Road Safety Commission

### **SILVER**

Radio Craft  
Paul Le Couteur  
Flagstaff Studios  
"Ticking Clock" for Victoria Bitter

### **Client Award**

Richard Shaw & Russel Fox  
Clemenger BBDO Melbourne  
"Ticking Clock" for Victoria Bitter