

30 April 2015

## Finalists & hosts announced for Siren Awards best radio ad of 2015

Australia's leading ad agencies, radio stations and production studios are amongst the finalists announced today and in the running for the Siren Awards Best Radio Ad of 2015. Comedy, emotion, outstanding voice over talent and clever use of sound effects are common elements included in the list of finalist ads, for products as diverse as tennis tickets and pest control, to women in engineering and cancer awareness.

Chris Taylor and Andrew Hansen, best known as members of the comedy group The Chaser will host the new, less formal Siren Awards event at Bar 100 on Thursday 14 May. No strangers to radio, Chris and Andrew were part of the full Chaser team that made their radio debut on Triple M (2003) with "The Friday Chaser". Throughout 2015 Chris and Andrew are touring their live show, a parody of celebrity Q&As entitled In Conversation with Lionel Corn.

Chief executive officer of Commercial Radio Australia, Joan Warner said: "In its 11<sup>th</sup> year, the Siren Awards continue to highlight the excellence and creativity across radio advertising. The awards provide important peer recognition and the opportunity to reward agencies and clients for ads which stand out from the crowd."

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 ads.

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 2014-15.

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 "Road" by Jim Curtis and Ryan Fitzgerald from DDB Sydney, promoting Volkswagen's Fatigue Detection Technology. 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.

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

**The Siren Awards will take place at Bar 100, 100 George St, The Rocks, on May 14 at 6-9pm.**

**Media contact: Melissa Fleming Ph: 0417 499 529**

**Full list of 2015 Siren Award Finalists is attached (see next page)**

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

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.

Find Sirens on Facebook - <https://www.facebook.com/sirenawards>

## 2015 Siren Award Finalists

### Single

Clemenger BBDO, Melbourne, Richard Williams & Ant Phillips, Carlton Mid, No Coincidence  
Clemenger BBDO, Melbourne, Richard Williams & Ant Phillips, Carlton Mid, The Last Race  
Clemenger BBDO, Melbourne, Alex Derwin & Lee Sunter, Transport Accident Commission, Paranoia  
Clemenger BBDO, Sydney, Wayne Ching & Russel Fox, Transport Accident Commission, Cut It Out  
Cooch Creative, Perth, Ron Samuel & Mick Colliss, Department of Transport, Sensitive Part  
Cooch Creative, Perth, Ron Samuel & Mick Colliss, Department of Transport, Tooth  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, The Australian Open, Get Closer to The Action: 'Ball of Fire'  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, The Australian Open, Get Closer to The Action: 'Slide'  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, The Australian Open, Get Closer to The Action: 'Strings'  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, Specsavers, Racecaller  
Disciple, Sydney, Alan Wilson & Peter Defries, Melanoma Institute Australia, Melanoma Spreads  
Eardrum, Sydney, Ralph van Dijk & Dominic Youdan, Commercial Radio Australia, Local  
Eardrum, Sydney, Ralph van Dijk & Dominic Youdan, Commercial Radio Australia, Love  
Eardrum, Sydney, Ralph van Dijk & Dominic Youdan, Commercial Radio Australia, Talk  
Grey Melbourne, Melbourne, Shannon Crowe & Jackson Harper, Sportsbet.com.au, Man Hands  
Leo Burnett Melbourne, Garret Fitzgerald & Joe Hill, SPC Perfect Fruit, Perfect World  
Leo Burnett Melbourne, Edward Heckes, Daniel Sparkes & Andrew Woodhead, 7-Eleven - Slurpee, Precious Nana  
Leo Burnett, Sydney, Scott Huebscher, Bundaberg Rum, Men Like Us Like Tasting  
Leo Burnett, Sydney, Scott Huebscher, Bundaberg Rum, Men Like Us Like Valentines  
Marketforce, Perth, Alida Henson, Megan Riley, Pat Lennox & Ben Green, City of Perth, Father's Day – Spiderman  
Marketforce, Perth, Ryan Yip & Bryan Dennis, Curtin University, Garble  
Marketforce, Perth, Alida Henson, Megan Riley, Guy Howlett & Neil Martin, Tuart College & Canning College, Jerk- Duties  
Marketforce, Perth, Ryan Yip & Bryan Dennis, Curtin University, Good Luck  
Marketforce, Perth, Ryan Yip & Bryan Dennis, Dawson's Garden World, Short Lived Love  
Marketforce, Perth, Alida Henson, Megan Riley, Guy Howlett, Neil Martin, Pat Lennox & Ben Green, Curtin University, Women in Engineering  
M&C Saatchi, Sydney, Geoff Reid, Commonwealth Bank, Cabbie  
Meerkats, Perth, Kurt Beaudoin, Brownes Dairy, Octagon  
McCann, Melbourne, David Ponce de Leon & Alex Wadelton, Tigerair, Anvils  
McCann, Melbourne, David Ponce de Leon & Alex Wadelton, Tigerair, Penguins  
Starcom/Mediavest, Sydney, Blake Gibson & Nathan Leigh-Jones, Glee, Glee in Harmony  
Southern Cross Austereo, Perth, Matt Dickson, Allpest, Espresso  
Southern Cross Austereo, Perth, Matt Dickson, Melville Mazda, Polygraph - Mother In Law  
The Brand Agency, Perth, Mitch Mitchell, David Donald & Craig Buchanan, St John Ambulance WA, Barrier  
The Brand Agency, Perth, Murray Laird, St John Ambulance WA, Bleeding  
The Brand Agency, Perth, Murray Laird, St John Ambulance WA, Burns  
Workshop Australia, Sydney, Matt Arbon & Alex Davidson, Mindhealthconnect, Spot The Difference

### Campaign

BD Network, Melbourne, Jessica Gunn, My Dog. Mars Petcare, My Everything  
Clemenger BBDO, Melbourne, Alex Metson & Tim Bishop, Transport Accident Commission, AEB Senses All The Dangers, AEB Two Voices, AEB With And Without  
Clemenger BBDO, Melbourne, James Carter, Origin, Bills, Exit/Changes, Life  
Clemenger BBDO, Melbourne, Richard Williams & Ant Phillips, Carlton Mid, The Last Race, No Coincidence, Correct Weight  
Cooch Creative, Perth, Ron Samuel & Mick Colliss, Department of Transport, Underpants, Footy, Nipples, Tooth, Sensitive Part  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, The Australian Open, 'Get Closer to The Action Campaign'  
Cummins&Partners, Melbourne, Chris Ellis & Aaron Lipson, Asahi Premium Beverages - Woodstock Bourbon, The Wood Does the Work: 'Bob', 'Jed', 'Avery'  
Eardrum, Sydney, Ralph van Dijk & Dominic Youdan, Commercial Radio Australia, Love, Local, Talk  
Eardrum, Sydney, Ralph van Dijk & Dominic Youdan, Commercial Radio Australia, See You/Make Something/All Enjoy  
Leo Burnett, Melbourne, Edward Heckes, Daniel Sparkes & Andrew Woodhead, 7-Eleven – Slurpee, BYO Cup Day  
Marketforce, Perth, Guy Howlett & Neil Martin, The Muresk Institute, Agricultural Innovations  
Marketforce, Perth, Alida Henson, Megan Riley, Pat Lennox & Ben Green, City Of Perth, Father's Day  
Marketforce, Perth, Alida Henson, Megan Riley, Guy Howlett & Neil Martin, Tuart College & Canning College, Jerk  
M&C Saatchi, Sydney, Geoff Reid, NRMA Insurance, Sounds Better: Choir, Echo, Cheer  
McCann, Melbourne, David Ponce de Leon & Alex Wadelton, Tigerair, Infrequent Flyers Club  
Meerkats, Perth, Kurt Beaudoin, Brownes Dairy, Ridiculously Full Flavoured  
Saatchi & Saatchi, Joe Hawkins, Toyota, Bricklayer/Plumber/Electrician  
Southern Cross Austereo, Gosford, Cameron Horn, East Coast Fruit and Beverage Company, A Fruity World – The Journey Continues  
Southern Cross Austereo, Perth, Matt Dickson, Boost Juice, Hate Songs  
Southern Cross Austereo, Melbourne, Darren Collins, Saint John Estate Agents, No Joke  
Southern Cross Austereo, Perth, Matt Dickson, Melville Mazda, Polygraph Test  
Southern Cross Austereo, Perth, Matt Dickson, Allpest, We Don't Do Husbands

## Craft

Astbury Audio, Adelaide, Justin Astbury, RAA, PRS 3 Months Free  
Brainestorm, Perth, Nick Gallagher, Department Of Transport, Brazilian  
Brainestorm, Perth, Nick Gallagher & Mike Fragomeni, Dawson's Garden World, Boyz  
Brainestorm, Perth, Nick Gallagher, Tuart College & Canning College, Don't Work for a Jerk – Pickle  
Brainestorm, Perth, Nick Gallagher, Curtin University, Fascination  
Brainestorm, Perth, Nick Gallagher, RAC, Flood  
Brainestorm, Perth, Nick Gallagher, RAC, Faulty Boom Gates  
Cutting Edge, Brisbane, Mike Lange, Golden Casket, Instant Scratch - Its Prestige Ticket  
Cutting Edge, Brisbane, Mike Lange, Instant Scratch Its, Space Invaders  
Cooch Creative, Perth, Nick Gallagher, Department Of Transport, Tooth  
Eardrum, Sydney, Myles Lowe (Song Zu), St John Ambulance, Burns  
Eardrum, Sydney, Myles Lowe (Song Zu), St John Ambulance, Bleeding  
Eardrum, Sydney, Steve Hessel (20Below) & Myles Lowe (Song Zu), Commonwealth Bank, Cabbie  
Eardrum, Sydney, Myles Lowe (Song Zu), Perth Zoo, Cool  
Eardrum, Sydney, Paul Taylor, Toyota Workhorse, Electrician  
Eardrum, Sydney, Myles Lowe (Song Zu) & Ramesh Sathiah (Song Zu), Commercial Radio Australia, Love  
Eardrum, Sydney, Myles Lowe (Song Zu) & Ramesh Sathiah (Song Zu), Commercial Radio Australia, Local  
Eardrum, Sydney, Myles Lowe (Song Zu) & Ramesh Sathiah (Song Zu), Commercial Radio Australia, Talk  
Electric Dreams, Melbourne, Tommy Spender, Metro Trains, Deck the Halls (Dumb Ways To Die)  
Flagstaff Studios, Melbourne, Paul Le Couteur, Tennis Australia, Australia Open, Ball Of Fire  
Flagstaff Studios, Melbourne, Paul Le Couteur, Seek, Explosions and Stuff  
Flagstaff Studios, Melbourne, Paul Le Couteur & Dee Gjedsted, Seek, Hammer & Nail  
Flagstaff Studios, Melbourne, Paul Le Couteur, 7 Eleven, Limited Helmet  
Flagstaff Studios, Melbourne, Paul Le Couteur, My Dog. Mars Petcare, My Hero  
Flagstaff Studios, Melbourne, Paul Le Couteur, Transport Accident Commission, Paranoid  
Flagstaff Studios, Melbourne, Paul Le Couteur, 7 Eleven, Precious Nana  
Flagstaff Studios, Melbourne, Paul Le Couteur, Tennis Australia, Australia Open, Slide  
Flagstaff Studios, Melbourne, Paul Le Couteur, Tennis Australia, Australia Open, Strings  
Flagstaff Studios, Melbourne, Paul Le Couteur, Carlton Mid, The Last Race  
Flagstaff Studios, Melbourne, Paul Le Couteur, Transport Accident Commission, Tongue  
Gusto Music, Melbourne, Colin Simkins, SPC Perfect Fruit, Perfect World  
Risk Sound, Melbourne, Paul Baxter & Matt Thompson, Woodstock Kentucky Bourbon, The Wood Does the Work 'Avery'  
Risk Sound, Melbourne, Paul Baxter & Matt Thompson, Woodstock Kentucky Bourbon, The Wood Does the Work 'Bob'  
Risk Sound, Melbourne, Paul Baxter & Matt Thompson, Woodstock Kentucky Bourbon, The Wood Does the Work, Jed  
Rumble Studios, Sydney, Tone Aston, Meat & Livestock Australia, 'The End of Confusion'  
Song Zu, Sydney, Abby Sie, Bundaberg Rum, Men Like Us Like Valentines  
Soundbyte Studios, Perth, Brad Habib, Curtin University, Women in Engineering  
Soundbyte Studios, Leederville, Brad Habib, City of Perth, Father's Day – Spiderman  
Timms Tunes, Adelaide, Mick Wordley, Motor Accident Commission of South Australia, Refresh Your Drive

