



MEDIA RELEASE

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Scope ad wins round three - 2012 Sirens

A single ad for Scope called "What do I Look like?", written by Andrew Woodhead and Eamonn Dixon from agency, Leo Burnett Melbourne, has won the single and overall categories for round three of the 2012 Siren Awards. The ad, which ran as part of the not for profit's "See Me" September campaign – a month dedicated to seeing the person, not the disability – looks at life from the point of view of the disabled.

The writers said about the ad: "With charity advertising it's very easy to be heavy handed with the emotional subject matter. We wanted the spot to feel real and have a truth to it that listeners would recognise inside themselves. To be effective in any form of advertising you have to connect with people.

"We were privileged enough to have the spot brought to life by Jye, a young man living with cerebral palsy. Without his involvement the commercial would not have been possible. For the ad to work it had to come from his voice."

Judge, Des Hameister, senior writer from agency, Gatecrasher said about the winning ad: "A powerful spot that forces you to reassess how you see people with disabilities."

Judge, Joe Talcott, chief creative, News Lab said: "This ad was so difficult to listen to and yet impossible to ignore. The message hit home with great copy, well delivered."

Highly commended in the single category was an ad called "70,000 Thoughts" for Curtin University, written by Mitch Mitchell from agency, The Brand Agency in Perth.

Winner of the campaign category was "Station Breakdown" for NRMA Motoring Services, written by Ralph van Dijk and Cal Nichols of agency, Eardrum in Sydney.

Judge, Des Hameister, senior writer, from agency, Gatecrasher said about the winning ad: " - "A very clever and relevant use of the medium."

Highly commended in the campaign category was "Baron von Orsum" for National Foods – Cracker Barrel Vintage Cheddar, written by Callum Fitzhardinge and Chris Andrews from agency, BMF Melbourne.

Winner of the craft category was an ad for Curtin University called "70,000 Thoughts", promoting the university's Open Day, produced by sound engineer Nick Gallagher from production studio, Brainestorm.

Highly commended in the craft category was an ad for Trading Post called "Fastest Sale" produced by sound engineer, Simon Kane from production studio, Eardrum.

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

Media contact: Jenny Stevenson – 0402 214 039. Listen to Round 3 winning ads on the website:

<http://www.sirenavards.com.au/>