



MEDIA RELEASE

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Three Drunk Monkeys wins first round 2012 Sirens

An ad for Ikea, created by agency, Three Drunk Monkeys in Sydney has won the overall and single categories for the first round of the 2012 Siren Awards. The winning ad, "Holidays", which promotes Ikea kitchens in a humorous way, was written by Tim Green and Tim Cairns.

The winning team said: "We were inspired by the idea of a regular unskilled guy attempting to install a kitchen by himself and what the flow-on effect might be. We tried to imagine what having your Dad install a kitchen would be like, seen through the eyes of an enthusiastic six year old.

"Treat a radio ad as though it is an opportunity until proven otherwise. Radio ads are often used to speed read a shopping list of product benefits, but like all good ads if you can just focus on saying one thing well you'll be winning."

Judge and round five winner from 2011, Matt Dickson from Austereo said about the winning ad: "We loved the IKEA ad because it just seemed like a really interesting way to get the message across on radio. An ad for kitchens could be quite uninspiring, but you add a neat idea, a great acting performance from a kid and some swearing, and presto!"

Highly commended in the single category was an ad for Allpest called "Does Not negotiate – Cockroaches" written by Alida Henson, Garry Dean, Ingrid Paxton and Matt Dickson from Austereo in Perth.

Also highly commended in the single category was an ad called "Baby" for the WA Office of Road Safety, written by Dav Tabeshfar from the 303 Group in Perth.

Winner of the campaign category was written for Mother Energy Drink, by agency Smart in Sydney, called "Wakes You the Hell Up; Morning Number 2; No Navel Gazing; After Nothing". Writers were Dan Gregory and Kieran Flanagan.

Highly commended in the campaign category was "Enjoy the Sounds" for the WA Office of Road Safety, written by written by Dav Tabeshfar from the 303 Group in Perth.

Winner of the craft category was an ad for SA Lotteries called "Scratched Record", from production studio, Best FX in Adelaide, by sound engineers, Scott Illingworth and Pete Best.

Judge of the craft category, Paul Le Couteur from Flagstaff Studios said: "Stepping back in time is where the craft lies in this track. Heavy EQ shelving, plenty of wow and flutter, some nifty editing and a nice dose of vinyl noise bed and scratches create the sonic bed. Old school performance and casting complete the picture of a broken or scratched record jumping. Since Scratchies are what we are talking about, the production drives home the idea."

Highly commended in the craft category were two ads, both produced by sound engineer Paul Baxter at studio, Risk Sound in Melbourne. Both ads were for Defence Force Recruiting – one was called “Courage” and the other was “Confidence”.

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

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Listen to Round 1 winning ads on the website: <http://www.sirenawards.com.au/>