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## Sydney boutique creative agency Disciple wins Sirens round 1

“Melanoma Spreads” a single ad for the Melanoma Institute Australia by Sydney boutique creative agency Disciple has won the single category and is the overall winner of the first round of Sirens 2015. The 30 second ad written by Alan Wilson and Peter Defries from Disciple uses clever sound effects to highlight the insidious disease and how quickly the cancer Melanoma spreads.

While the 2014 Sirens winners are enjoying their prize of a trip to Cannes this week, 2015 round one winners Wilson and Defries have the chance to win a trip next year.

“Unfortunately we have both been affected by melanoma in one way or another. We wanted to do an ad that’s not just about the deadly nature of a melanoma, but also reinforces the speed in which it can spread. It’s quite ironic that an ad about melanoma could give us a free trip to the sunny beaches of France, but hey, we’ll take it (with a bottle of sunscreen of course).”

The campaign category was won by a highly amusing three ad series called “We Don’t Do Husbands” from Southern Cross Austereo (SCA). Written and directed by 2013 Sirens finalist, Matt Dickson, Creative Solutions Director at SCA, the ads are for pest solution company Allpest and highlight while some husbands maybe pests, Allpest doesn’t do husbands but they do get rid of nearly every other type of pest.

The craft category was won by production agency Cutting Edge for a clever use of sound effects in the ad “Space Invaders” for Instant Scratch Its. Sound engineer Mike Lange and director Sam Boyd used the sound effects of the iconic Space Invaders game to promote the limited edition Space Invaders Scratch It.

Three ads were awarded highly commended in the single category. One of the winning “We Don’t Do Husbands” campaign ads called “Expresso” by Matt Dickson from SCA; “Cut it Out” for the Transport Accident Commission written by Wayne Ching & Russel Fox from Clemenger BBDO and “Barrier” from Brand Agency, written by Mitch Mitchell and directed by Nick Gallagher (Brainestorm) for St John Ambulance.

Highly commended in the campaign category were the Mother’s Day digital radio ads from Eardrum written by Ralph van Dijk and Dominic Youdan; “My Everything” for My Dog Mars Petcare from BD Network written by David Ponce de Leon and directed by Paul Le Couteur (Flagstaff Studios) and “A Fruity World – the journey continues” for East Coast Food and Beverage written and directed by Cameron Horn from SCA.

Three ads were awarded highly commended in the craft category; “Refresh Your Drive” from Clemenger BBDO Adelaide by sound engineer Sean Timms and director Matt O’Grady for the Motor Accident commission of South Australia; “My Hero” from BD Network for My Dog Mars Petcare by sound engineer David Ponce de Leon and director Paul Le Couteur (Flagstaff Studios) and “Explosions and Stuff” for Seek by Paul Le Couteur from Flagstaff Studios.

Ms Joan Warner, chief executive officer of Commercial Radio Australia said: “Sirens 2015 has started strongly and it’s great to see outstanding use of radio from both agencies and also direct from commercial radio stations in this round.”

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 2014 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 two of the 2015 Siren Awards is now open and entries close on 11 July 2014.

**Media contact: Melissa Fleming – 0417 499 529.** Listen to Round 1 2015 winning ads at [www.sirenawards.com.au](http://www.sirenawards.com.au) and find the Siren Awards on [Facebook](https://www.facebook.com/sirenawards).