

23 April 2008

Finalists announced for year's best radio ad

The best radio ad of 2008 will be battled out between 50 ad agencies and radio stations as part of the national Siren Awards, which will be announced in Melbourne on May 9.

The finalists include some of the best known advertising agencies in Australia including DDB; Saatchi & Saatchi Australia; Clemenger BBDO; Grey Worldwide; Leo Burnett; George Patterson Y&R and JWT as well as boutique agencies like Eardrum Australia, AJF Partnership; Smart and KWP! Adelaide. Radio stations represented among the finalists include Nova 106.9 Brisbane; DMG Perth; Macquarie Regional Radioworks and Australian Radio Network in Sydney.

The national Siren Awards, now in their fifth year, are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. The awards promote the importance of creativity as a way to make radio advertising more effective. The Gold Siren winner receives a trip for two to the Cannes Advertising Festival and entry into the 2008 Cannes Radio Lions to be held in June.

Last year's Gold Siren winner, an advertisement for Snickers called "Hoedown", won the Grand Prix Radio Lion at Cannes – equivalent to the best radio ad in the world – and was the first Australian winner ever. The other radio winner from Australia was a campaign for Foxtel, written by Saatchi & Saatchi, Sydney which won a Silver Lion.

Chief executive officer of Commercial Radio Australia, Joan Warner said the Siren Awards provided a great opportunity to recognise excellence in Australian radio advertising and this year had received a record number of entries. "Each year the Siren Awards continue to raise the bar in terms of creativity and originality and with a record number of entries this year – over 570 – up nearly 90% on last year - we are set for a great winner," Ms Warner said.

The winner of the 2008 Siren Awards for creative excellence in radio advertising will be announced at a gala breakfast featuring the hosts of Nova's top-rating, drive time show, "The Wrong Way Home" - Akmal Saleh, Cal Wilson and Ed Kavalee. The breakfast will be followed by a Masterclass featuring well-known Australian television and radio writer and producer, Tim Pye as well as Australian screen writers, Jan Sardi and Craig Pearce. Sardi received an Academy Award nomination in 1997 for his screenplay for "Shine" and is known more recently for his work on the screenplay for the US film, "The Notebook."

Both the Sirens breakfast and Masterclass will be held at The Point Albert Park in Melbourne. Commercial Radio Australia is running the event in association with the Melbourne Advertising and Design Club (MADC) and the Australian Writers Guild (AWG). The breakfast will run from 7.30am to 9.30am and the Masterclass will follow the breakfast and includes lunch. Tickets are on sale now at \$395 for the breakfast and Masterclass combined and \$65 for breakfast only. For more information visit www.sirenawards.com.au.

Media contact: Brian Johnson (02) 9281 6577. Media note: [List of finalists is attached \(see next page\)](#)

2008 Siren Award Finalists

SINGLE

303 Group, Perth, Dav Tabeshfar, IKEA, Hearing Test
Belgiovane Williams Mackay, Sydney, Damian Fitzgerald and Derrick Kim, WACD - Working Against Culpable Driving, Police Radio
Clemenger BBDO, Melbourne, Tom Martin and Julian Schreiber, Transport Accident Commission (TAC Victoria), Speaking For Everyone
Clemenger BBDO, Melbourne, Paul Reardon and Julian Schreiber, RACV Financial Services, Disclaimer
Clemenger BBDO, Melbourne, Ant Phillips and Richard Williams, HBA, Tight Dress
Clemenger BBDO, Sydney, Gary Dawson and Rocky Ranallo, St. Vincent de Paul Society, EVICTION!
Eardrum, Sydney, Ralph van Dijk and Jon Williams, Commercial Radio Australia, Restaurant
Eardrum, Sydney, Ralph van Dijk and Jon Williams, Commercial Radio Australia, Time and Place: Teaser Week One
Grey Worldwide, Melbourne, Connor Beaver and Ben Keenan, Sustainability Victoria, Lost and Found – Male
Grey Worldwide, Melbourne, Kirsti Lewis and Sabina Schaare, Flower Growers of Victoria, I'm Sorry
KWP! Adelaide, Greg Aldous and James Rickard, The Advertiser, Valentine's Day
Leo Burnett, Melbourne, Brendan Greaney and David Ponce de Leon, Beerka, Shopping Trolley
Leo Burnett, Melbourne, Brendan Greaney and David Ponce de Leon, Beerka, Urinal
Leo Burnett, Sydney, Kate Burt and Nils Eberhardt, World Wildlife Fund, Prank Call
Leo Burnett, Melbourne, Frances Webb, SCOPE, Do I Sound Different to You?
Leo Burnett, Melbourne, Brendan Greaney, Connex, No Pauses (Man)
M&C Saatchi/ Mark., Josh Bryer and Hamish Stewart, Sydney Dogs & Cats Home, New Trick
Saatchi & Saatchi Australia, Sydney, Vince Lagana and Jason Ross, Foxtel - Crime & Investigation Network, Emergency – Stabbing
SMART, Melbourne, Mal Chambers and Scot van den Driesen, Melbourne Airport, Corey's Party Hotline

CAMPAIGN

AJF Partnership, Melbourne, Andrew Foote, National Foods, Big M Double Strength
AJF Partnership, Melbourne, Joshua Stephens, J Boag & Son, Beer First
Clemenger BBDO, Melbourne, Ant Phillips and Richard Williams, Sorbent, Scrunch or Fold
Clemenger BBDO, Melbourne, Ant Keogh and Grant Rutherford, Carlton, Carlton Draught Advertising Computer
DDB, Sydney, Justin Carew, Charlie Cook, Ed James and Simon Johnson, NAPCAN, Children See Children Do - Alcoholic/ Football/ Husband/ Racist/ Traffic
Eardrum, Sydney, Ralph van Dijk and Jon Williams, Commercial Radio Australia, Time and Place
George Patterson Y&R, Melbourne, Ben Couzens and Jim Ingram, Fosters/ VB, Magnificent Balls/ Disclaimer/ Promo
Grey Worldwide, Melbourne, Connor Beaver and Ben Keenan, Sustainability Victoria, Bin Your Butts – Lost and Found
Grey Worldwide, Melbourne, Brendon Guthrie and Tim Holmes, Open Family Australia, Open Family – Junk Food/ Hits/ Monsters/ Dreams
Grey Worldwide, Melbourne, Kirsti Lewis and Sabina Schaare, Flower Growers of Victoria, I Fancy You/ I'm Sorry/ I Miss You
Human / Eardrum, Sydney, Geoff Reid/ Justine Metcalfe, Geoff Reid/ Ralph van Dijk, NRMA/SGIO, NRMA/SGIO Business Insurance
JWT, Melbourne, Roger Nance and John Skaro, Ford, Getting Burnt/ Wuss/ The Runs
Leo Burnett, Melbourne, Brendan Greaney and David Ponce de Leon, Beerka, Great Beer Inventions
Lifelounge, Melbourne, Laura Hunter, Daniel Pollock and David Ponce de Leon, Department of Human Services Victoria, ice. It's a dirty drug
Marmalade Communications, Melbourne, Dan Forrestal, Neil Mallet and Frank Trobbiani, Metlink, Buses
Nova 106.9, Brisbane, Cindy Donato, Greenbank RSL, Oh Sarah
Saatchi & Saatchi Australia, Sydney, Vince Lagana and Jason Ross, Foxtel - Crime & Investigation Network, Emergency

CRAFT

Australian Radio Network, Sydney, Gregg Sinclair, Jo Campbell, Black Widow, Black Widow Trackers
Best FX, Adelaide, Scott Illingworth, Pete Best, The Advertiser, Shower Timer
Brainstorm Productions, Perth, Marty Braine, Ron Samuel (Cooch Advertising), Rent Rescue, Shower
Cutting Edge, Brisbane, Ross Batten, Kelly Denning (Make), Indooroopilly Shopping Centre, Snore
Cutting Edge, Brisbane, Ross Batten, Rem Bruijn (Make), Brisbane City Council, Do Something Cool
Cutting Edge, Brisbane, Ross Batten, Rem Bruijn (Make), Indooroopilly Shopping Centre, Mutha's Day
DMG Radio Australia, Perth, Matt Dickson, Client: Paramount Pictures, Cloverfield
Flagstaff Studios, Melbourne, Paul Le Couteur, Jason Williams (Leo Burnett), Beerka, Great Beer Inventions
Flagstaff Studios, Melbourne, Paul Le Couteur, Paul Reardon and Gus Johnson (Clemenger BBDO), HBA, Dentist (Dinner)
Macquarie Southern Cross Media – HotFM/ Radiowest, Perth, Jeremiah Busniak, Simon Healy, Paddy's Ale House, Paddy's Ale House
Risk Sound, Melbourne, Dylan Stephens, Doogie Chapman (M& C Saatchi), ANZ, ANZ, Financial Planning, "Ageing Woman"
Risk Sound, Melbourne, Dylan Stephens, Doogie Chapman (M&C Saatchi), ANZ, ANZ, Financial Planning, "Ageing Man"
Risk Sound, Melbourne, Paul McCosh, Gordon Haynes (McCann Erickson), GM Holden Ltd., Galaxy Wars Part 2
Sound Reservoir, Sydney, Paul Taylor, Luke Chess (Belgiovane Williams Mackay), WACD - Working Against Culpable Driving, Police Radio