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## Siren winners make it to Cannes radio shortlist

Five of the six Australian radio ads shortlisted overnight for the Radio Lions at the Cannes Advertising Festival have been Siren Awards winners over the past twelve months, including the overall 2009 Gold Siren winner.

Chief executive officer of Commercial Radio Australia, Joan Warner said this was an excellent result and highlighted the importance of the Siren Awards in helping lift radio advertising standards in Australia.

"This is a pleasing result – and congratulations to all the ads shortlisted, which is an excellent result up against the best of the best radio ads around the world," Ms Warner said.

The shortlisted Australian ads are: (listed by agency, client and title)

George Patterson Y&R, Melbourne, Australian Army, "Left Right"  
US Sydney, Animals Australia, "Pregnant Again"  
Whybin TBWA Sydney, ASCA, "Birthday"  
Whybin TBWA Sydney, ASCA, "21<sup>st</sup> Birthday"  
Whybin TBWA Sydney, ASCA, "Rugby"  
Meerkats, Perth, Murdoch University, "Voice Journey"

The controversial advertisement called "21<sup>st</sup> Birthday" for Adults Surviving Child Abuse (ASCA), written by Steve Dodds from agency, Whybin TBWA in Sydney, won this year's Gold and Silver Siren and the ad "Rugby" won the Silver Siren for the craft category.

Ms Warner said this was the third year in a row that the Sirens winning ad had made it to the shortlist with the 2007 winner eventually taking out the Grand Prix Radio Lions.

"This is great news for the Australian radio industry which has been working hard to ensure both the quality and creativity of radio ads have improved over the past few years. International recognition, like making the shortlist at Cannes, is proof that these efforts are reaping rewards," Ms Warner said.

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