



MEDIA RELEASE

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SBS ad wins Round 1 of 2010 Siren Awards

An ad for SBS, called "Madison Avenue Cookware" has won the overall and single categories for round one of the 2010 Siren Awards. Written by Nigel Clark and Adrian Ely from agency, US Sydney, the ad is a teaser to promote a television show, Mad Men.

Judge and previous round winner, Steve Dodds from agency, Whybin TBWA in Sydney said about the winning ad: "The Madison Cookware stuff stood out because it is part of a strong campaign idea. It is an unusual idea that works well in radio."

Writers Nigel Clark and Adrian Ely said: "The most important thing when creating a radio ad is to talk to your audience in a direct, simple manner that they can understand. Radio is king and always will be."

Winner of the campaign category was an ad for Noodle Box called "Lighten Up". The ad was written by Daniel Pollock and David Ponce de Leon from agency, Lifelounge in Melbourne.

Winner of the craft category was an ad for Air New Zealand called "Big Shout Out", with sound engineer, Barry Stewart from production studio, Sound Reservoir in Sydney.

There was also one highly commended in the craft category. It was an ad for KIA called "No Two Souls", and was produced by sound engineer, Rod Enright from agency, Eardrum.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Entries for round two for 2010 are now open and close on 24 July. For more information visit the dedicated website www.sirenawards.com.au.

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Click [here](#) to hear the winning ad.