



MEDIA RELEASE

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RAC Roadside assistance ad wins Round 2 of 2010 Siren Awards

An ad for RAC Roadside Assistance, called "SOS" has won the overall and single categories for round two of the 2010 Siren Awards. Written by Des Hameister, from agency, The Brand Agency, Perth, the ad uses humour to promote the benefits of roadside assistance, by sending an SOS message with a car horn.

Judge and previous round winners, Nigel Clark and Adrian Ely from agency US Sydney, said about the winning ad: "Roadside Assistance won because the execution works really well in radio, is relevant to the product and has good comic timing. Basically, it made us laugh, which is good."

Writer, Des Hameister from The Brand Agency, Perth, said simplicity was most important when creating an effective radio ad.

Highly commended in the single category was an ad called "Noise Cancelling Headphones" for The Bose Store, which was written by Ryan Yip from Austereo in Perth.

Winner of the campaign category was an ad for Greenbank RSL called "Anger Mismanagement". The ad, written by Cindy Donato, from DMG Radio Australia in Brisbane, aims to make the Greenbank RSL relevant to the 18-39 year old demographic.

Highly commended in the campaign category was "Feel Free to Laugh" for TENA, written by Julian Schreiber and Tom Martinis from agency, Clemenger BBDO, in Melbourne.

Winner of the craft category was an ad for the Sunday Times City 2 Surf, called "Beach Run", with sound engineers, Simon Hills-Johnes and Paul Taylor from production studio, Eardrum in Sydney.

Previous round winner and judge, Barry Stewart from production studio, Sound Reservoir in Sydney said of the winning ad: "I marveled at the way I could hear the actors diaphragm tightening at each foot step. Making it a very convincing recording of someone running. This is seldom achieved in the studio environment. So for me it was the talent direction and execution that stood out."

Highly commended in the craft category was another ad for the Sunday Times City 2 Surf called "Morning Run".

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 three for 2010 are now open and close on 16 October. For more information visit the dedicated website www.sirenawards.com.au.

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