



MEDIA RELEASE

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Ikea ad wins Round 4 of 2009 Siren Awards

An ad for Ikea called "Mutant Bargains" has won the overall and single categories for round four of the 2009 Siren Awards. Written by Richard Berney and Mark Fretten from agency, 303 Advertising in Perth, the ad uses humour to highlight bargains available at Ikea.

Judge and previous round winners, Jason Ross and Richard Apps from agency, JWT in Sydney said about the winning ad: "They tackled a very familiar retail brief in a fresh and humorous way."

Writers Richard Berney and Mark Fretten said having fun was the most important thing when creating an effective radio commercial. "If you enjoy making the ad, chances are other people will enjoy listening to it."

Another ad for Ikea, called "Return of the Mutant Bargains" and written by the same team at 303 Advertising, was the only highly commended in the single category.

Winner of the campaign category was an ad for book publisher, Hachette, promoting Stephen King's book and called "Short Stories". The ad was written by Josh Moore, David Roberts, Nigel Clark and Danny Wehbe from agency, US Sydney.

There were two highly commended entries in the campaign category including the Ikea campaign, "Mutant Bargains" written by Richard Berney and Mark Fretten from agency, 303 Advertising in Perth.

The other highly commended in the campaign category was an ad for British Paints, called "Pub/Cricket/Strip Club", written by Eamonn Dixon from agency, Leo Burnett in Melbourne.

Winner of the craft category was "The Wrong Beer" for Sip n Save, with sound engineers, Pete Best and Scott Illingworth from production studio, Best FX in Adelaide. Judge and previous round winner, Ross Batten from production studio, The Cutting Edge said the ad was great: "All of the elements integrate nicely, it is well constructed."

There was also one highly commended in the craft category. It was "Thirsty" for Sip n Save, produced by the same team from Best FX.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Entries for the final 2009 round, round 5, are now open and close on 27 February. For more information visit the dedicated website www.sirenavards.com.au.

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