



MEDIA RELEASE

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Child abuse awareness campaign makes clean sweep of Sirens Round 5

For the first time in the history of the Siren Awards, an ad campaign including three ads, has won all the categories in round five: single, campaign and craft. The campaign is aimed at raising awareness about child abuse and was produced for the organisation, Adults Surviving Child Abuse (ASCA), a national organisation which works to improve the lives of adult survivors of child abuse throughout Australia.

The ASCA campaign contains three ads: "21st Birthday", "Rugby" and "Birthday" – all use humour in a confronting way to highlight the effects of child abuse.

The ad called "21st Birthday", won the overall and single categories of Round 5; the ad called "Birthday" won the craft category; and the overall campaign took out the campaign category. Additionally the ad called "Birthday" was highly commended in the single category.

The ASCA campaign was written by Steve Dodds and directed by David Lidster from agency, Whybin TBWA in Sydney. Sound engineer was Beau Silvester from Whybin TBWA and creative directors were Garry Horner and Matt Kemsley.

Judges and previous round winners, Richard Berney and Mark Fretten from agency, 303 Advertising in Perth said confrontational campaigns get people talking – and it is from this social conversation that change can come about.

"The ASCA campaign's clever manipulation of the hackneyed cliches of happy family life in a Feste-meets-The Castle-style execution surprises shocks and galvanises in equal measure. We like the music too."

Writers, Steve Dodds and David Lidster said not many ads feature people laughing about child abuse: "Most public service commercials try to tug at the heart strings, or shock with graphic imagery. We figured people tune out to that kind of approach. A lot of people think victims of childhood abuse should just get over it and we wanted to show they can't. It'd be great if they could, but they can't."

Judge of the craft category for round five was Siren Creative Council member, Brad Grisaffe, from Audiobrien, Sydney.

There were several other highly commended ads in round five. An ad for Ikea, called "Not Funny" written by Dav Tabeshfar from agency, 303 Group, was highly commended in the single category.

A campaign for Thredbo, called "Thredbo Summer Campaign", written by Michael Dawson and Chris Berents, from agency Clemenger BBDO in Sydney was highly commended in the campaign category and

and ad for Scitech, called "Scitech Plane", with sound engineer, Marty Braine from studio, Brainestorm was also highly commended in the craft category.

The national Siren Awards are run by Commercial Radio Australia and are designed to recognise the best radio advertising in the country. Round five is the final round for the 2009 Siren Awards. The 2009 Gold Siren Winner, equivalent to the best radio ad in Australia, will be announced in Sydney on May 8, at Waters Edge, Walsh Bay. The winner of the 2009 Siren Awards for creative excellence in radio advertising will be announced at a breakfast, hosted by Jonathan 'Jono' Coleman and Ian 'Dano' Rogerson, from the drivetime show, "The Jono & Dano Show", on-air on WS-FM (Sydney), GOLD 104 (Melbourne) and 4KQ (Brisbane), as well as many regional stations across Australia.

The breakfast will feature the best radio ads of the past twelve months. The 2009 winner, chosen by a panel of industry experts, will be automatically entered into the Cannes Radio Lions – to be held in June and its writer will also win two tickets to attend the festival.

Entries for the first round of 2010 Siren Awards are now open and close on 22 May. For more information visit the dedicated website www.sirenawards.com.au.

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