



MEDIA RELEASE

**Embargoed until 9PM AEST
10 May 2018**

Best Australian radio ad of 2018 announced

The best Australian radio ad of 2018 as judged by the Siren Council, comprised of creative directors and producers from leading advertising and creative agencies and studios across Australia, was announced today.

Ray Ali and Carlo Mazzarella from Clemenger BBDO Melbourne won Gold and Silver at the Siren Awards with an ad about anxiety for mental health advocacy group beyondblue.

The ad "Sound Booth", aimed at raising awareness about anxiety and encouraging those with symptoms to seek help, was awarded the prestigious Gold Siren at an event in Sydney and the Silver Siren for best single radio ad.

The ad completed a trifecta by also winning the Client Award, a \$5,000 cash prize which is judged by a separate panel of clients, rather than agency creative directors.

Winning creative team, Ray Ali and Carlo Mazzarella said the most effective radio ads are those that are not too complicated: "Working on the anxiety campaign, we learned how crippling a condition it can be, often stopping people from finishing things they want to achieve. We thought that this could be a pretty powerful concept to explore."

The awards were presented at an event in Sydney hosted by comedian Cam Knight and attended by creative writers, directors and producers from leading creative agencies and executives from the radio industry.

The Silver Siren for best radio campaign (three or more ads in a campaign) went to Tim Newton and Wilora Keeley from J. Walter Thompson for a powerful campaign for the WA Police Union in support of a 1.5% pay increase for police officers.

The "How much to...?" campaign uses real-life scenarios to pose confronting questions about how much money it would take to encourage the average person to do the job faced by police.

Matt Perrott from Uncanny Valley won the Silver Siren in the craft category for production of the ad "NSW Water Safety" for the NSW Government.

The 14th annual Siren Awards, run by Commercial Radio Australia, are designed to encourage excellence and creativity in radio advertising.

The Gold Siren and the Silver Siren winners across the craft, single and radio campaign categories, were selected from hundreds of entries throughout 2017-18 over five rounds, plus a final call.

Joan Warner, CEO of CRA, said: "The awards are a reminder of how effective audio is in getting a message across. We congratulate all the finalists and winners on the high level of quality that has been displayed through all the rounds of award entries this year."

Ali and Mazzarella receive automatic entry for their winning ad into the international Cannes Advertising Lions Festival in June. The creatives and their client also win accommodation, airfares and delegate passes to attend the event.

Media contact: Melissa Fleming - 0417 499 529 #Sirens2018

Full details of winners are listed on the following page. Photos from the evening event will be available after 9.00 pm on Thursday night.

To listen to the winning ads [click here](#).



2018 Siren Award winners

GOLD

Ray Ali & Carlo Mazarella
Clemenger BBDO Melbourne
“Sound Booth” for Beyondblue

SILVER

Radio Single
Ray Ali & Carlo Mazarella
Clemenger BBDO Melbourne
“Sound Booth” for Beyondblue

SILVER

Radio Campaign
Tim Newton & Wilora Keeley
J. Walter Thompson
“How much to...?” for WA Police Union

SILVER

Radio Craft
Matt Perrott
Uncanny Valley
“NSW Water Safety” for NSW Government

Client Award

Ray Ali & Carlo Mazarella
Clemenger BBDO Melbourne
“Sound Booth” for Beyondblue