



SIREN AWARDS 2021

## **BMF's ALDI campaign wins Rd 4 of the Siren Awards**

**16 December 2020**

BMF's Great Fresh Food Migration campaign for ALDI Australia has won Round 4 of the Siren Awards for radio advertising.

The whimsical campaign, by creatives Roy Leibowitz and Chris Wilson, imagines the sound of fresh produce migrating to the supermarket to remind consumers the products are Australian-grown and affordable.

The ad "Porter House Steak" was awarded best single ad, and "Broccolini", won the craft award for sound engineer Liam Annery from Rumble Studios.

Leibowitz and Wilson said the campaign was inspired by bird watchers during a walk in Centennial Park.

"That got us talking about if bananas migrated by flying in a V formation. It was a natural progression from there," they said.

"Simplicity is important to every commercial, but particularly on radio. It's also important to interrupt the listener in a way that rewards them, they need to get more out of it than just a message. A discovery, a laugh, a shake of the head."



Joan Warner, chief executive officer of industry body Commercial Radio Australia, said: "BMF's work was recognised for its creativity and shows how radio can be effectively deployed to stand out and capture attention."

Two other campaigns were highly commended – Special Group’s “The Temple of Dry” for CUB by creative Harry Stanford; and Isobar Australia’s “ResApp Health” for SleepCheck, by creative Patrick Anderson.

In the single ad category, “Next time you say” for Make Smoking History by Gatecrasher creative Adam Barker was highly commended. “Broccolini” and “Fuji Apple” from the ALDI Great Fresh Food Migration campaign were also highly commended in the single category, while “Fuji Apple” and “Porterhouse Steak” by Liam Annery were highly commended In the craft category.

Sound studio Risk Sound was also highly commended for the ad “Turbo Therapy” for Suzuki.

The Siren Awards are run by Commercial Radio Australia to recognise outstanding radio advertising. The awards are judged across five rounds, plus a final call round. Round 5 of the 2021 Siren Awards is now open, with entries closing on 9 February 2021. The Gold Siren winner will be announced in May.

Listen to the Round 4, 2021 winning ads [here](#) or at [www.sirenawards.com.au](http://www.sirenawards.com.au). Follow the Siren Awards on [Facebook](#).

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