

23 August 2018

## **Cox Inall Change and BWM Dentsu win Siren Award for radio ad tackling bowel cancer**

Cox Inall Change and BWM Dentsu have taken out Round 2 of the Siren Awards with an ad for Bowel Cancer Australia featuring UK comedian Bill Bailey as a talking bowel to raise awareness about Australia's second deadliest cancer.

The ad "Billy Bowelly", which urges Australians to "give a crap about your bowel", was created by John Skaro, Phil van Bruchem, Rachel Blacklaws and Alex Walding.

The creative team said the ad was unique in featuring a talking bowel delivering a comedy routine about cancer, with the success of the ad down to "having something interesting to say and someone brilliant to say it".

"We had a world-class comedic talent performing it in Bill Bailey. Bill's own mum died of bowel cancer, and he brought passion and poignancy to the job. The recording session with Bailey – he was 10,000 miles away in a little recording studio in Swansea, Wales – was hilarious, inspiring and moving."

The ad was judged winner of the single category and overall winner of Round 2 by the Siren Creative Council, a panel of industry experts made up of creative directors from leading ad agencies.

The winner of the campaign category (three ads or more) was Clemenger BBDO Sydney for "Ducking Autocorrect" for Dry July, created by Celia Mortlock and Ben Clare. The ads urge people to go alcohol-free during July to avoid the embarrassment caused by autocorrect and drunk texting when you send messages to your boss or your mum while under the influence.

Sound studio Pitchfork was named winner of the craft category for one of the ads in the campaign, "Ducking Autocorrect – Ducking Seriously?". The sound engineer was Robbie Balatincz.

Three ads in the Dry July campaign were high commended in the single category: "Ducking Autocorrect – Ducking Seriously?" by Celia Mortlock; "Ducking Autocorrect – William Shark Pear" by Celia Mortlock and Ben Clare and "Ducking Autocorrect – Right as Drain" by Celia Mortlock and Ben Clare.

Highly commended in the campaign category were: "Face Your Waste" by Face Your Waste creative team Matt Wilson, Hayden Griffiths, Lauren Regolini and Alida Henson; "Out of Nowhere" by Patrick O'Reilly and Joshua Newnes from KWP! Advertising for the Motor Accident Commission and "Not Waiting in a Waiting Room" by Marianne O'Brien and Christie Luxton from Clemenger BBDO Brisbane for The Wesley and St Andrew's Private Hospitals.

Three ads were highly commended in the craft category: Astbury Studio sound engineer Justin Astbury for the ads "Master" and "Kid" for the Motor Accident Commission; and sound engineer Liam Annert from Risk Sound for "Billy Bowelly" for Bowel Cancer Australia.

Joan Warner, CEO of Commercial Radio Australia said: "The Siren Awards recognise the radio ads that have an ability to cut-through the noise with a compelling story."

The Siren Awards, run by Commercial Radio Australia, celebrate the best in radio advertising and are judged over five rounds throughout the year.

The 2019 Gold Siren winner will be announced in May 2019 and wins a trip to the Cannes Lions International Festival of Creativity. The client of the winning 2019 Gold Siren Award also wins a ticket to Cannes. Silver

Sirens are awarded in each of the three categories: single, campaign and craft. There is also a client-voted award, a \$5000 cash prize, presented to the writers of the ad voted the best, by a panel of clients.

Round 3 of the 2019 Siren Awards is now open. Entries close 8 September 2019.

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Listen to Round 2, 2019 winning ads [here](#) at [www.sirenawards.com.au](http://www.sirenawards.com.au) and find the Siren Awards on [Facebook](#).