



## Wunderman Thompson Perth wins Siren Awards Round 3 for the West Australia Ballet



**28 October, 2021**

Wunderman Thompson, Perth, have scooped back-to-back Siren Awards rounds, with their latest radio campaign “Dracula Comes to the Crown”, promoting the Western Australia Ballet’s season of Dracula. The agency previously won Round 2 for its Anglicare WA, Winter Appeal campaign.

The 30 second ad called “The Buffet” by Matt Wilson and Luke Williams, was awarded overall and single winner with its humorous take on Dracula phoning Crown to enquire about their international buffet.

“Dracula Comes to the Crown” was the campaign winner and is a light-hearted take on the legendary vampire enjoying a stay at the modern hotel.

Two more ads from the same campaign, “Bloody Mary” and “The Room”, were highly commended in the single winner category. Sound engineer Brad Habib from Soundbytes studio also picked up a highly commended in the craft category for “Bloody Mary”.

Ad creative Matt Wilson said: “We’re pretty humbled to win back-to-back rounds in these great awards”.

“Radio is the ultimate ‘theatre of the mind’ medium. You have 30-seconds to transport the listener somewhere interesting,” he said.

Joan Warner, chief executive officer of industry body Commercial Radio Australia, said: “Once again we can see how creative and clever radio advertising can support the live arts and entertainment industry to reach their audiences”.

Sound engineer Timothy Bridge from Sonar was the craft winner for radio ad “Guy/Fire”, part of the Consideration Radio campaign for NRMA Insurance.

The Monkeys agency creatives, Barnaby Packham and Danny Pattison were highly commended in the campaign category for “Consideration Radio” and in the single category for the ad ‘Guy/Fire’.

Timothy Bridge was also highly commended in the craft category for the ads “Peter/Flood” and “Judy/Earthquake” in the campaign.

Magnus Newman and Drew Barrett from NOVA Entertainment's CREATE were highly commended in the campaign category for the “Ask Nicely” campaign for the brand Crimsafe. Ralph van Dijk from agency Eardrum, was also highly commended in the campaign category “No Dramas” for the brand BizCover.

Winning entries from each round are entered into the 2022 Gold Siren Awards, with the winner to be announced in May 2022. Round 4 of the 2022 Siren Awards is now open, with entries closing on November 6, 2021.

Listen to the Round 2022 winning ads at [www.sirenawards.com.au](http://www.sirenawards.com.au) and find the Siren Awards on [Facebook](#)

**Picture Caption:** Matt Wilson and Luke Williams from Wunderman Thompson, Perth.

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#### **About Commercial Radio Australia**

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