



MEDIA RELEASE

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DrinkWise ad from The Monkeys named 2020's best radio advertisement

Creative agency The Monkeys has been awarded the coveted Gold Siren Award for 2020's best radio advertisement for the DrinkWise commercial "www.PeteGotPissed.com.au".

From creatives Hugh Gurney and Joe Sibley, "www.PeteGotPissed.com.au" also received the Silver Siren Award in the single advertisement category at this afternoon's virtual Siren Awards ceremony, which was hosted by well-known comedian and Triple M Sydney breakfast host Lawrence Mooney.

In "www.PeteGotPissed.com.au", Gurney and Sibley use humour and clever phrasing to convey the lingering consequences of overindulging in alcohol in order to highlight the DrinkWise message of responsible drinking.

The Monkeys also received the Silver Siren in the campaign category for the series of related DrinkWise ads "www.TheInternetRemembers.com.au", which put the emphasis on reputation and the enduring online impact of drunken acts. All URLs used in the campaign link to live websites that detail DrinkWise's responsible drinking information.

Chris Gates from Southern Cross Austereo won the Silver Siren in the craft category for the advertisement "The Loop" for mental health advocacy group Beyond Blue, which uses a looping audio track and impactful editing to portray the experience of mounting anxiety.

In addition to the Silver Siren in the craft category, "The Loop" was also awarded the Siren Client Award, with creatives Ray Ali and Carlo Mazzarella from Clemenger BBDO Melbourne applauded for their work on the commercial.

This year for the first time the Siren Awards included an innovation category designed to provide recognition for innovative branded audio content and promotions that don't conform to the traditional radio ad framework.

Two of the entries this year were Highly Commended by the judges.

The first Highly Commended entry was 'insta radio' Clemenger BBDO Melbourne created a highly targeted radio campaign - turning Instagram posts into radio ads and then back into Instagram posts for Great Northern Brewing Company.

The second Highly Commended entry was from Eardrum and Southern Cross Austereo with Concert in the Clouds where the entire radio network united to create McDonald's Concert in the Clouds, the world's biggest virtual music festival.

The 16th annual Siren Awards, facilitated by Commercial Radio Australia, celebrated excellence and creativity in radio advertising. Finalists were selected across the single, campaign and craft categories from entries received over five rounds, plus a final call round. The Gold and Silver Siren Awards were judged by the Siren Creative Council - a panel of creative directors from leading ad agencies across the country.

Joan Warner, chief executive officer of Commercial Radio Australia, said: “Congratulations to the 2020 Siren Awards winners and all of the finalists who should be commended for their remarkable creativity and innovation. The advertisements awarded today are a real celebration of the power of radio advertising and its ability to have a substantial impact on listeners.

“I would also like to thank the Siren Creative Council for lending their creative and industry expertise to the judging process across all the rounds and the final 2020 Siren Awards event.”

To listen to the winning ads click [here](#). Full details of winners are listed on the following page. For further details see www.sirenawards.com.au or visit the Siren Awards on [Facebook](#).

Commercial Radio Australia is on [Facebook](#), [Twitter](#) and [Instagram](#).

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SIREN AWARDS 2020

2020 Siren Awards Winners

2020 Siren Awards

GOLD

The Monkeys

Hugh Gurney & Joe Sibley

“www.PeteGotPissed.com.au” for DrinkWise

2020 Siren Awards

SILVER

Radio Single

The Monkeys

Hugh Gurney & Joe Sibley

“www.PeteGotPissed.com.au” for DrinkWise

2020 Siren Awards

SILVER

Radio Campaign

The Monkeys

Hugh Gurney & Joe Sibley

“www.TheInternetRemembers.com.au” for DrinkWise

2020 Siren Awards

SILVER

Radio Craft

Southern Cross Austereo

Chris Gates

“The Loop” for Beyond Blue

2020 Siren Awards

Client Award

Clemenger BBDO

Ray Ali & Carlo Mazarella
"The Loop" for Beyond Blue