

# LIA 2015 announce Radio & Audio shortlist

London International Awards (LIA) has announced the shortlist for Radio & Audio, with a total of 143 entries making it through. Winners will be announced on 10 November.



This year's jury was chaired by Jury President Tom Eymundson (CEO of Pirate Group). Eymundson's jury consisted of Simon Blaxland, Jill Cheris, Jill Kershaw, Chris Smith and Paul Wauters.

## Radio & Audio Shortlist:

### Australia

- BWM Dentsu, Sydney - SurfAid.org "Surfify" - Radio & Audio - Public Service/Social Welfare
- Eardrum Australia, Sydney - Maltesers "Chainsaw" - Radio & Audio, Direction
- Eardrum Australia, Sydney - Risk "Fidel Castro's Inauguration" - Radio & Audio, Direction
- Eardrum Australia, Sydney - Risk "Hitler's Battle of Germany Speech" - Radio & Audio, Recreational
- Eardrum Australia, Sydney - Risk "Hitler's Battle of Germany Speech" - Radio & Audio, Direction
- Eardrum Australia, Sydney - Risk "Saddam's Capture of George Bush" - Radio & Audio, Recreational
- Eardrum Australia, Sydney - Risk "Saddam's Capture of George Bush" - Radio & Audio, Direction
- Eardrum Australia, Sydney - St John Ambulance, WA "Not the Time - Bleeding" - Radio & Audio, Direction
- Eardrum Australia, Sydney - St John Ambulance, WA "Not the Time - Burns" - Radio & Audio, Direction
- Eardrum Australia, Sydney - St John Ambulance, WA "Not the Time - Diabetic" - Radio & Audio, Direction
- Flagstaff Studios, Melbourne - 7 Eleven "Precious Nanna" - Radio & Audio, Retail
- Flagstaff Studios, Melbourne - Tennis Australia "Get Closer to the Action: Ball of Fire" - Radio & Audio, Sound Design
- GYP&R Melbourne, Melbourne - Legacy "Letters of Gallipoli - Any Day Now" - Radio & Audio, Sound Design
- GYP&R Melbourne, Melbourne - Legacy "Letters of Gallipoli - Life in the Trenches" - Radio & Audio, Sound Design
- GYP&R Melbourne, Melbourne - Legacy "Letters of Gallipoli - War" - Radio & Audio, Sound Design
- GYP&R Melbourne, Melbourne - Legacy - Letters of Gallipoli campaign "Any Day Now", "War", "Life in the Trenches", "Aftermath", "Hardened Men", "Caught in the Firing Line" - Radio & Audio, Public Service/Social Welfare Campaign
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Brave" - Radio & Audio, Original Music
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Brave" - Radio & Audio, Beverages

- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Brave" - Radio & Audio, Script Writing
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Brave", "Men Like Us Like Polar Bear", "Men Like Us Like Tasting" - Radio & Audio, Campaign
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Polar Bears" - Radio & Audio, Original Music
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Polar Bears" - Radio & Audio Beverages
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Polar Bears" - Radio & Audio, Script Writing
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Tasting" - Radio & Audio, Original Music
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Tasting" - Radio & Audio, Beverages
- Leo Burnett Sydney, Sydney - Bundaberg Rum "Men Like Us Like Tasting" - Radio & Audio, Script Writing
- Marketforce, West Perth - Curtin University "Women in Engineering" - Radio & Audio, Sound Design
- Marketforce, West Perth - Curtin University "Women in Engineering" - Radio & Audio, Public Service/Social Welfare
- Marketforce, West Perth - Tuart and Canning Colleges "Jerk Duties" - Radio & Audio, Public Service/Social Welfare
- Marketforce, West Perth - Tuart and Canning Colleges "Jerk Pickles" - Radio & Audio, Public Service/Social Welfare
- Marketforce, West Perth - Tuart and Canning Colleges "Jerk Pickles" - Radio & Audio, Script Writing
- Marketforce, West Perth - Tuart and Canning Colleges "Jerk Pickles", "Jerk Duties", "Jerk Car Radio" - Radio & Audio, Public Service/Social Welfare Campaign
- Southern Cross Austereo, Perth - Westspecs "Shart" - Radio & Audio, Personal Items/Gift Items
- The Brand Agency, West Perth - St John Ambulance WA "Not the Time - Bleeding" - Radio & Audio, Public Service/Social Welfare
- The Brand Agency, West Perth - St John Ambulance WA "Not the Time - Burns" - Radio & Audio, Public Service/Social Welfare
- The Brand Agency, West Perth - St John Ambulance WA "Not the Time - Diabetic" - Radio & Audio, Public Service/Social Welfare
- The Brand Agency, West Perth - St John Ambulance WA - Not the Time campaign - "Bleeding", "Diabetic", "Burns" - Radio & Audio - Public Service/Social Welfare Campaign

## Belgium

- BBDO Belgium, Brussels - SBS Belgium "Sanitary Pads" - Radio & Audio, Entertainment
- BBDO Belgium, Brussels - SBS Belgium "Softener" - Radio & Audio, Entertainment
- BBDO Belgium, Brussels - SBS Belgium "Yoghurt" - Radio & Audio, Entertainment
- BBDO Belgium, Brussels - SBS Belgium "Yoghurt", "Softener", "Sanitary Pads" - Radio & Audio, Campaign
- Duval Guillaume, Berchem - Reborn to be Alive "Emma-Alex", "Julie-Isabelle" - Radio & Audio, Public Service/Social Welfare Campaign

## Brazil

- Ogilvy Brasil, São Paulo - Billboard Magazine "Radio Pride Parade" - Radio & Audio, Public Service/Social Welfare

## Canada

- Blue Hive Canada, Toronto - Ford Canada "Silent Letters" - Radio & Audio, Script Writing
- Blue Hive Canada, Toronto - Ford Canada "Silent Letters" - Radio & Audio, Automotive
- Blue Hive Canada, Toronto - Ford Parts and Service "Nuts/Bolts", "Patterns and Habits", "Silent Letters" - Radio & Audio, Campaign
- J. Walter Thompson Canada, Toronto - Canadian Film Fest "Cops" - Radio & Audio, Entertainment
- J. Walter Thompson Canada, Toronto - Canadian Film Fest "Cops", "Romcom", "Slasher" - Radio & Audio, Campaign
- J. Walter Thompson Canada, Toronto - Canadian Film Fest "Romcom" - Radio & Audio, Entertainment
- J. Walter Thompson Canada, Toronto - Canadian Film Fest "Slasher" - Radio & Audio, Entertainment

- Juniper Park, Toronto - YWCA "Change the Tune" - Radio & Audio, Script Writing
- Juniper Park, Toronto - YWCA "Change the Tune" - Radio & Audio, Public Service/Social Welfare
- Juniper Park, Toronto - YWCA "That's No Joke", "Not a Game", "Change the Tune" - Radio & Audio, Public Service/Social Welfare Campaign
- Pirate Group, Toronto - Pirate Toronto - Be Heard Campaign "Elephant" - Radio & Audio, Sound Design
- Rethink Canada - Canadian Men's Health Foundation "The Pledge" - Radio & Audio, Public Service/Social Welfare
- Rethink Canada - Canadian Men's Health Foundation "The Pledge - Fall Off" - Radio & Audio, Public Service/Social Welfare
- Rethink Canada - Canadian Men's Health Foundation "The Pledge", "The Pledge - Fall Off" - Radio & Audio, Public Service/Social Welfare Campaign
- Rethink Canada - Science World "Grunt" - Radio & Audio, Entertainment

## Colombia

- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "Abraham Lincoln" - Radio & Audio, Cosmetics/Toiletries/Pharmaceuticals
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "Abraham Lincoln" - Radio & Audio, Script Writing
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "George Washington" - Radio & Audio, Cosmetics/Toiletries/Pharmaceuticals
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "George Washington" - Radio & Audio, Script Writing
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "Queen Elizabeth" - Radio & Audio, Cosmetics/Toiletries/Pharmaceuticals
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "Queen Elizabeth" - Radio & Audio, Script Writing
- Wunderman Colombia, Bogotá - Farmatodo's Hand Sanitizer "Queen Elizabeth", "George Washington", "Abraham Lincoln" - Radio & Audio, Campaign

## Costa Rica

- Leo Burnett Costa Rica, Costa Rica - Teatro Castella "Singles of Deterioration" - Radio & Audio, Use of Music
- Leo Burnett Costa Rica, Costa Rica - Teatro Castella "Singles of Deterioration" - Radio & Audio, Public Service/Social Welfare

## France

- ROSAPARK, Paris - Thalys High-Speed Rail Travel Network "Sounds of the City" - Radio & Audio, Innovative Use of Radio & Audio

## Germany

- Geometry Global Germany, Berlin - OTELO Mobile - Dead Spots campaign - "Washing Machine", "Mount Everest", "Babysitter" - Radio & Audio, Campaign
- GREY Germany - SoundCloud "The Berlin Wall of Sound" - Radio & Audio, Sound Design
- GREY Germany - SoundCloud "The Berlin Wall of Sound" - Radio & Audio, Innovative Use of Radio & Audio
- serviceplan, Munich - Epiphone Les Paul Björn Gelotte Signature Edition "The Les Paul Skill Check" - Radio & Audio, Use of Music
- serviceplan, Munich - Epiphone Les Paul Björn Gelotte Signature Edition "The Les Paul Skill Check" - Radio & Audio, Innovative Use of Radio & Audio
- serviceplan, Munich - World Press Photo Annual 2015 "Speaking Images 2015" - Radio & Audio, Innovative Use of

## Japan

- McCann Erickson Japan, Tokyo - All Free "Orchestra" - Radio & Audio, Beverages
- McCann Erickson Japan, Tokyo - All Free "Orchestra" - Radio & Audio, Use of Music

## New Zealand

- Colenso BBDO, Auckland - PEDIGREE "Lower Back Tattoo", "Lottery", "Crazy Hair", "Whack Job", "Old Sweatpants" - Radio & Audio, Campaign

## Philippines

- BBDO Guerrero, Makati City - Noli Me Tangere Audiobook "Touch Me/Touch Me Not" - Radio & Audio, Innovative Use of Radio & Audio

## Portugal

- Indigo, Lisboa - Volkswagen Polo GTI "Polo GTI" - Radio & Audio, Sound Design

## South Africa

- DDB South Africa, Johannesburg - Skittles "Disney" - Radio & Audio, Use of Music
- DDB South Africa, Johannesburg - Skittles "Opera" - Radio & Audio, Direction

## Spain

- LOLA / Lowe & Partners, Madrid - OMO "Open Here" - Radio & Audio, Household Products
- LOLA / Lowe & Partners, Madrid - OMO "Spoon" - Radio & Audio, Household Products
- Tapsa | Y&R, Madrid - Mariskal Rock Radio "Guns 'N Roses" - Radio & Audio, Use of Music
- Mariskal Rock Radio, Madrid - Mariskal Rock Radio - "Queen", "Guns 'N Roses", "Red Hot Chili Peppers", "Nirvana" - Radio & Audio, Campaign

## Sweden

- Kärnhuset, Stockholm - Swedish Pension Agency "Your Right to a Pension - Farsi" - Radio & Audio, Use of Music
- Kärnhuset, Stockholm - Swedish Pension Agency "Your Right to a Pension - Spanish" - Radio & Audio, Use of Music
- Volt, Stockholm - Hemglass "The Grand Experience" - Radio & Audio, Retail
- Volt, Stockholm - Hemglass "The Grand Experience" - Radio & Audio, Use of Music

## Switzerland

- M&C Saatchi Geneva, Geneva - EPER "Doctor" - Radio & Audio, Public Service/Social Welfare

## United Arab Emirates

- IMPACT BBDO Dubai, Dubai - BHV "Michelle" - Radio & Audio, Home Furnishings/Appliances
- IMPACT BBDO Dubai, Dubai - BHV "Name" - Radio & Audio, Humour
- IMPACT BBDO Dubai, Dubai - BHV "Name" - Radio & Audio, Home Furnishings/Appliances
- IMPACT BBDO Dubai, Dubai - BHV "Procrastination" - Radio & Audio, Script Writing
- IMPACT BBDO Dubai, Dubai - BHV "Procrastination" - Radio & Audio, Original Music
- IMPACT BBDO Dubai, Dubai - BHV "Tuesday" - Radio & Audio, Home Furnishings/Appliances
- IMPACT BBDO Dubai, Dubai - Loto Libanais "Albert" - Radio & Audio, Script Writing
- IMPACT BBDO Dubai, Dubai - Loto Libanais "John" - Radio & Audio, Script Writing
- IMPACT BBDO Dubai, Dubai - Loto Libanais "Lucy" - Radio & Audio, Script Writing
- IMPACT BBDO Dubai, Dubai - Travel Insurance from Commercial Insurance "Gitonga" - Radio & Audio, Banking/Financial/Insurance
- IMPACT BBDO Dubai, Dubai - Travel Insurance from Commercial Insurance "Maharaja" - Radio & Audio, Banking/Financial/Insurance
- Mamac Ogilvy, Dubai - KAFA (Enough) Violence & Exploitation "Driving Change" - Radio & Audio, Public Service/Social Welfare
- Mamac Ogilvy, Dubai - KAFA (Enough) Violence & Exploitation "Driving Change" - Radio & Audio, Innovative Use of Radio & Audio

## United Kingdom

- AMVBBDO, London - Mars Petcare - Pedigree "Public Relations", "Therapy", "Personal Training" - Radio & Audio, Public Service/Social Welfare Campaign
- DLKW LOWE, London - Persil "Football Sounds Better Outside" - Radio & Audio, Sound Design
- J. Walter Thompson, London - Anti-slavery International "Trafficking Update" - Radio & Audio, Public Service/Social Welfare
- Ogilvy & Mather, London - Philips "Babies" - Radio & Audio, Personal Items/Gift Items
- Ogilvy & Mather, London - Philips "Babies", "Bangkok", "Chihauhau" - Radio & Audio, Campaign
- Ogilvy & Mather, London - Philips "Bangkok" - Radio & Audio, Personal Items/Gift Items
- Ogilvy & Mather, London - Philips "Chihauhau" - Radio & Audio, Personal Items/Gift Items
- Orion Media, Birmingham - Worcestershire County Council "Love Food Hate Waste, Sad Banana" - Radio & Audio, Conceived & Produced by Station

## United States

- Arnold Worldwide, Boston - Centers for Disease Control and Prevention "Marlene's Tip: Lucky" - Radio & Audio, Public Service/Social Welfare
- BBDO New York, New York - FedEx Pack Plus "Robot" - Radio & Audio, Retail
- BBDO New York, New York - Mountain Dew "Bluegrass" - Radio & Audio, Original Music
- BBDO New York, New York - Mountain Dew "Bluegrass" - Radio & Audio, Beverages
- BBDO New York, New York - Mountain Dew "R&B", "Bluegrass" - Radio & Audio, Campaign
- BBDO New York, New York - Mountain Dew Kickstart "The One That Got Away" - Radio & Audio, Script Writing
- BBDO New York, New York - Mountain Dew Kickstart "The One That Got Away" - Radio & Audio, Beverages
- Bravo/Y&R, Miami - FedEx "Brand New Laptop", "Mother in Law", "Replacement Wedding Ring" - Radio & Audio, Campaign
- Bravo/Y&R, Miami - PopClik "Conference Room" - Radio & Audio, Personal Items/Gift Items
- Bravo/Y&R, Miami - PopClik "Conference Room" - Radio & Audio, Use of Music
- Bravo/Y&R, Miami - PopClik "Conference Room", "Skype" - Radio & Audio, Campaign
- Bravo/Y&R, Miami - PopClik "Skype" - Radio & Audio, Use of Music
- Bravo/Y&R, Miami - PopClik "Skype" - Radio & Audio, Personal Items/Gift Items



- Bravo/Y&R, Miami - Zippo.com "Watch" - Radio & Audio, Sound Design
- Bravo/Y&R, Miami - Zippo.com "Watch" - Radio & Audio, Personal Items/Gift Items
- DDB Chicago, Chicago - Skittles "Clone" - Radio & Audio, Confections/Snacks
- DDB Chicago, Chicago - Skittles "New Mouth" - Radio & Audio, Confections/Snacks
- DDB Chicago, Chicago - Skittles "New Mouth", "Two Head Ed" - Radio & Audio, Campaign
- DDB Chicago, Chicago - Skittles "Two Head Ed" - Radio & Audio, Confections/Snacks
- Fitzgerald & Co, Atlanta - Quikrete Concrete "Church", "Caesar", "Norman", "The Sun", "Baby", "Art Student" - Radio & Audio, Campaign
- INNOCEAN USA, Huntington Beach - VocaliD "Know My Voice" - Radio & Audio, Script Writing
- INNOCEAN USA, Huntington Beach - VocaliD "Know My Voice", "Ask Not" - Radio & Audio, Public Service/Social Welfare Campaign
- Lapiz, Chicago - Dog Chow Little Bites "Beep" - Radio & Audio, Foods
- Lapiz, Chicago - Purple Purse Foundation "ATM" - Radio & Audio, Public Service/Social Welfare
- The Richards Group, Dallas - Motel 6 "B&B Maid" - Radio & Audio, Travel
- The Richards Group, Dallas - Motel 6 "Designer Dogs" - Radio & Audio, Script Writing
- The Richards Group, Dallas - Motel 6 "Designer Dogs" - Radio & Audio, Travel
- The Richards Group, Dallas - Motel 6 "Paleolithic Diet" - Radio & Audio, Travel
- The Richards Group, Dallas - Motel 6 "Paleolithic Diet", "B&B Maid", "Designer Dogs" - Radio & Audio, Campaign
- The Richards Group, Dallas - Motel 6 "Viral" - Radio & Audio, Travel
- VML, Kansas City - Wendy's Pretzel Bacon Cheeseburger - "Yes, Yes, Yes" - Radio & Audio, Original Music
- VML, Kansas City - Wendy's, Pretzel Bacon Cheeseburger - "Yes, Yes, Yes" - Radio & Audio, Use of Music

To find out more about LIA, visit [www.liaawards.com/](http://www.liaawards.com/).

For more, visit: <https://www.bizcommunity.com>