



2013 Radio Mercury Award Finalists Announced

May 9, 2013 -- New York, NY – 114 radio spots and campaigns have made it to the finals of the 2013 Radio Mercury Awards, which honors outstanding radio created by advertising agencies, production companies, radio stations and students. Entries were judged on their creativity, originality and effective communication of a brand's message.

The 2013 finalists incorporate a wide range of small to large advertising agencies and radio stations alike, as well as national and regional advertisers from the automotive, consumer packaged goods, beer, entertainment, fast food, financial services, insurance, telecommunications and retail categories.

"Radio is the ultimate storyteller medium," noted Bill Cimino, chief creative officer, Y&R Midwest and Chief Judge for the 2013 Radio Mercury Awards. "The finalists going forward all created a bit of magic and developed stories as a way to help build their client's brand and message."

"We continue to see marketers and advertisers leverage radio in unique ways," said Erica Farber, president and CEO of the Radio Advertising Bureau. "I'm really encouraged by the level of agency finalists and radio station finalists as well. This is a great example of the overall breadth and scope of radio; it continues to be an effective and strategic medium to build brand awareness and purchase intent, no matter the advertiser or marketer."

The final round judging panel included Chief Judge Bill Cimino, chief creative officer, Y&R Midwest; Jim Elliott, chief creative officer, Y&R NY; Aldo Quevedo, principal, creative director, Richards/Lerma; Tiffany Rolfe, chief content officer, Co: Collective; Mark Simon, chief creative officer, Campbell Ewald/DET; Chris Smith, brand creative group head, The Richards Group; Mike Sullivan, group creative director, DDB Worldwide.

2013 Radio Mercury Awards Finalists: - To listen to this year's finalists click [here](#).

Agency/Production

Deal Limbo Holiday
Boost Mobile
180LA

MetroPC(Beep)
Boost Mobile
180LA

Let's Talk Again
Cricket Wireless
Alma DDB

Not New York
Carnival
Arnold

Sound FX
McDonald's
Arnold

Abbreviation
Little Caesars
Barton F. Graf 9000 LLC

Do Not Call
Little Caesars
Barton F. Graf 9000 LLC

Roll Call
Ragu
Barton F. Graf 9000 LLC

Sharing
Ragu
Barton F. Graf 9000 LLC

Trojan Horse
Mars / Snickers
BBDO New York

Cancel Plans
Trojan Condoms
COLANGELO

Do Aliens Drink
Coke Zero
CP+B

Finance Spot
Crystal Springs
Cramer-Krasselt

Dog Walker
Mars, Inc.
DDB Chicago

Spray Tan
Mars, Inc.
DDB Chicago

Wife
Mars, Inc.
DDB Chicago

Man Musings
Dr Pepper Snapple Group
Deutsch LA

Man Musings 2
Dr Pepper Snapple Group
Deutsch LA

Marilyn
FreshDirect
DiMassimo Goldstein

Ship My Pants
Kmart
Drafftcb

Heavy Metal Black Coffee
Wrigley
Energy BBDO

Stalker Breakfast Burrito
Wrigley

Energy BBDO

Language Lessons | #29C Lederhosen
William K Busch Brewing Company
Fleishman-Hillard Creative

Banning Social Media
Ely Chamber of Commerce
GIRAFFE

Ex-Girlfriends
California Milk Processor Board
Goodby Silverstein & Partners

Wonder Drug
California Milk Processor Board
Goodby Silverstein & Partners

Elves
Heineken USA - Dos Equis
Havas Worldwide New York

Holiday Countdown
Wisconsin Lottery
Hy Connect

Testimonial
Heineken USA - Tecate
iNSPIRE!

Bird Calling
Jiffy Lube
JWT Atlanta

Flaming Guitar
Jiffy Lube
JWT Atlanta

Drunk Call
Ford Motor Company
JWT San Juan

Longer Merry Christmas
Heineken
JWT San Juan

Hot Dog
Allstate
Leo Burnett Chicago

On Hold
Allstate
Leo Burnett Chicago

Teenager
Fifth Third Bank
Leo Burnett Chicago

Bacon
Target Grocery
mono

Tomato
Target Grocery
mono

Retrain Your Brain
Virgin Mobile
Mother

Poor College Kid
Wheel Of Fortune
Oink Ink Radio

Supermarket
BevMo!
Pereira & O'Dell

Freaky
Plunkett's Pest Control

Taps
Marine Week
Rodgers Townsend

Body Makeover
California Academy Of Sciences
Ron Foth Advertising

Audio Book
Charter Communications
The Richards Group

Pigeon
State Farm
Translation / Pirate NY

Larry
DieHard
Y&R Midwest

Stretch
DieHard
Y&R Midwest

Marty
Campbell's
Young & Rubicam NY

Integrated Radio Campaign

The Bing Lounge
Microsoft Bing
Alpha Broadcasting

A Long Day of Childhood
Ragu
Barton F. Graf 9000 LLC

Do Not Call - Little Caesars
Little Caesars
Barton F. Graf 9000 LLC

Bathroom Line, Beer Run, She Texted Back
Red Stripe
BBDO New York / Pirate NY

Every Beat Matters
Save the Children
BBDO New York

Purity Brewed

William K Busch Brewing Company
Fleishman-Hillard Creative

Bank of Mom and Dad
Fifth Third Bank
Leo Burnett Chicago

Anti-Bullying
Clear Channel Milwaukee
Marketron

Longer Merry Christmas
Heineken
JWT San Juan

PSA

Terrie's Voice Tip
CDC
Arnold

The Beat Behind the Song
Save the Children
BBDO New York

The Beat of the Village
Save the Children
BBDO New York

Toni
Autism Speaks
BBDO New York

Valentine's Day Rendezvous
CBS Cares
CBS RADIO

HASHTAG KILLER: CABLE GUY
Water is Life
DDB NY

Meditation Mom
Ad Council/Adopt US Kids
Kirshenbaum Bond Senecal + Partners

What They Do Know
GunFreeKids.Org
Little Big Mouth

Learning
Ad Council
Mister Face

POMP & CIRCUMSTANCE
Ad Council / US Army
Publicis New York

Happy Fumes (cigarette song)
Indoor Smoking Ban Coalition
Shoreline Communications

My Country
Moms Demand Action for Gun Sense In America
Young & Rubicam NY

Radio Campaign

Terrie / Bill / Nathan
CDC
Arnold

A Long Day of Childhood
Ragu
Barton F. Graf 9000 LLC

Little Caesars Radio
Little Caesars
Barton F. Graf 9000 LLC

You're Not You When You're Hungry Radio
Mars / Snickers
BBDO New York

Nude Beach, Shirt, Sweater, Basketball
Gillette
BBDO New York /Pirate NY

Bathroom Line, Beer Run, She Texted Back
Red Stripe
BBDO New York / Pirate NY

Choose Happy
CareerBliss.com
Clear Channel Creative Services Group

I'm Sorry
Milky Way - Mars
DDB Chicago

Taco Bell Dollar Cravings Menu Launch: Drooling, Nom Nom Nom, Jill
Taco Bell
Deutsch LA

Banning Social Media, Moment of Silence, Don't Need Twitter
Ely Chamber of Commerce
GIRAFFE

Baby Shower, Derby, New Lunch, Politico
Frank's Red Hot Sauce
Havas Worldwide New York / Pirate NY

Good Breath is a Good Move
P&G / Scope
Publicis New York

ZzzQuil Sleep Line
P&G / ZzzQuil
Publicis New York

This is the High Life
Miller High Life
Saatchi & Saatchi

Stretch, Drought, Berries
DieHard
Y&R Midwest

Ford Parts Unknown
Ford Parts & Services
Young and Rubicam

Radio Innovation

Judges collectively determined that the entries submitted into the radio innovation category did not fully meet the criteria and have decided not to award in this category.

Radio Station Produced

Don't Die Laughing
Digestive Health Specialists
Bonneville Seattle

Dave
CareerBliss.com
Clear Channel Creative Services Group

Mindy
CareerBliss.com
Clear Channel Creative Services Group

Quickie
Prostate Cancer Foundation
Clear Channel Creative Services Group

Rock Ballad
CareerBliss.com
Clear Channel Creative Services Group

Tom
CareerBliss.com
Clear Channel Creative Services Group

Castle of Color Valentine's Day
Castle of Color
Clear Channel Media + Entertainment

Justin Timberlake Tease
WFLZ
Clear Channel Media + Entertainment

Get to Know Bank of England...Arkansas
Bank of England
Entercom Radio

Pants
Snap Fitness
Grace Broadcast Sales

This Is Your Captain Speaking
Howell County Outpost
Ozark Radio Network

Waccamaw Metal Recycling
Waccamaw Metal
Qantum Communications of Myrtle Beach

Plan to
Chicago Food & Wine
Tribune

Spanish Language

Polaca
American Honda Motor Co., Inc.
Concept Cafe Advertising

Descapotable
Toyota Camry
Conill Advertising

Motociclista
Toyota Camry
Conill Advertising

Alarma
California Milk Processor Board
Grupo Gallegos

Asalto
California Milk Processor Board
Grupo Gallegos

23 Segundos
Susan G. Komen for the Cure
JWT San Juan

Feliz Navidad Más Larga
Heineken
JWT San Juan

Llamada
Ford Motor Company
JWT San Juan

Anillo
Mujeres Latinas en Accion
Lápiz

Flor
Mujeres Latinas en Accion
Lápiz

Student Produced

Chicago Lights Gives
Chicago Lights
Columbia College Chicago

Lucy
Child Help
Miami Ad School

Polifrutilingual
Chapstick
Miami Ad School

The Lesson
Feeding America
Miami Ad School

Something Different
Botot Toothpaste
VCU Brandcenter

Winners will be announced on Wednesday, June 5 at the Annual Radio Mercury Awards Event at the Highline Ballroom. A limited amount of tickets are available for purchase. Contact mercury@rab.com or call 212-681-7207 or log onto www.radiomercuryawards.com for details.

About the Radio Mercury Awards

The Radio Mercury Awards, the only competition exclusively devoted to radio, was established in 1992 to encourage and reward the development of effective and creative radio commercials. The annual Radio Mercury Awards competition draws entries from advertising agencies, production houses, radio stations, and educational institutions across the country. Approximately 17,500 commercials have competed for over \$3 million in prizes. The Radio Creative Fund (RCF), a non-profit corporation funded by the radio industry, governs the Radio Mercury Awards. The Radio Advertising Bureau produces the Radio Mercury Awards.

Media Contact:

Meghan Buonocore
212-681-7215
mbuonocore@rab.com

To view in your browser, visit http://www.rab.com/public/pr/pr_detail.cfm?id=574

Radio Mercury Awards | 125 West 55th Street, 21st Floor, New York, NY 10019 | PH: 212-681-7207 | mercury@rab.com