

NEWSPAPER ADVERTISING BUREAU
|a| PO BOX 2941, Auckland, New Zealand
|p| 09 361 2710 |f| 09 360 3459

NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE 31 October 2008

October Newspaper Ad of the Month Winner

MS Society is the NAB's October Newspaper Ad of the Month winner, created by TBWA\Whybin.

"This ad stood out because it wasn't a conventional-style print ad with headline and visual. It was unexpected but rewarding." Agreed judges Guy Denniston of Publicis Mojo and Andrew Sims of Republik Communications.

Credits for the winning ad include:

Agency: TBWA/Whybin
Client Company: MS Society Auckland
Creative Director/team: Andy Blood
Account Director/team: Jenny McMillan
Writer: Verity Butt
Art Director: Karen O'Leary

The winning ad will be sponsored into 2009 Axis Awards, and the winning creative team will receive \$250 cash. The ad will also appear in the "What's New" section of November AdMedia. The ad will automatically be a finalist for The Newspaper Ad of Year and its \$10,000 cash prize.

This month saw a noticeable increase in great press ads. To view all the finalists as well as winners from previous months, visit our website www.nabs.co.nz/Inspiration/AdofMonth.

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