

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

1st December 2008

November Newspaper Ad of the Month Winner

New Zealand Listener is the NAB's October Newspaper Ad of the Month winner, created by DRAFTFCB.

"A smart ad" thought the judges James Mok (DRAFTFCB) and Jacko Van Deventer (The Craft Shop). James abstained from the final vote.

Credits for the winning ad include:

Agency: DRAFTFCB

Creative Director: Jeff Harris, James Mok

Art Director: Iain McMillan

Copywriter: Antony Wilson

Designer: Roxanne Hawthorne, Iain McMillan

Typographer: Roxanne Hawthorne, Iain McMillan

Account Service: Fleur Head, Lee Dodds, Victoria Barnes-Graham

Planner: Lisa Divett

Client: Chris Gwin – APN News & Media

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.!

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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