



A few words about a few words.

“Best billboard (so far) by a mile.”
— John Campbell

“I think if the election was won on the billboard advertising, the Greens would have it as a shoo in.”
— Sunrise TV3

“The layout’s great and it has a message that doesn’t insult your intelligence.”
— Campbell Live

“The Greens have come out easily on top with theirs [billboards].”
— Mikey Havoc, BFM Breakfast

“The puzzle is why the Greens should suddenly be on a roll. Maybe it is down to the party’s eye-catching and empathy-generating ‘Vote for me’ advertisements.”
— John Armstrong, NZ Herald

“Few words, striking photography, emotional appeal, clever, yep it’s got my vote.”
— Alan Russell, Chief Creative Officer, DDB Canada, in voting it Best Outdoor on www.bestadsontv.com

“I think the Greens’ one of the little girl, I must say I quite like that one.”
— John Key, National Party Leader

It’s amazing the effect six words on a billboard can have. They have generated thousands of dollars worth of unpaid-for favourable media in TV coverage, radio time and editorial column inches. They have helped double the amount of people who intend to vote Green. They also sum up our beliefs about advertising. It should be simple and insightful, it should stand out and it should not insult people’s intelligence. It’s not an easy discipline, which is why so few people seem to practice it.

If you’d like the advertising agency behind this campaign to apply this approach to your marketing issues, have a word (or two) with Creative Director Tony Bradbourne on 09 846 2402, email tony@specialgroup.co.nz or go to our website www.specialgroup.co.nz

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