

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

1 February 2009

January Newspaper Ad of the Month Winner

Veet's 'Goodbye Bush' is the NAB's January Newspaper Ad of the Month winner, created by EURO RSCG in Sydney.

"A funny and relevant newspaper ad that had everyone laughing." agreed judges Bridget Taylor – DDB, Dave King – AIM Proximity and Daniel Barnes – Barnes, Catmur & Friends

Credits for the winning ad include:

Advertising Agency: EURO RSCG Sydney, Australia
ECD: Rowan Dean
Art Director: Patrycja Lukjanow
Copywriter: John Gault

Runners up were two more great topical ads - Burger King created by Y&R and Guthrie Bowron created by M&C Saatchi. There was no December winner.

The winning creative team will receive \$250 cash. The ad will also appear in the "What's New" section of February AdMedia.

There are just **four more opportunities** to win Ad of the Month and gain automatic entry into the Newspaper Ad of Year 08/09 and the chance to win it's \$10,000 cash prize.

To view all the finalists visit our website www.nabs.co.nz (Inspiration/Ad of Month).

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