NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

3 March 2009

February Newspaper Ad of the Month Winner

Wellington Zoo's Adults Only Valentine's Day ad was the winner of NAB's February Newspaper Ad of the Month.

"What could be so disgusting to get a chimpanzee embarrassed?" laughed the judges Regan Grafton of DDB, Justin Wood of .99 and Mark Lorigan of Team Saatchi.

Credits for the winning ad include:

Client: Wellington Zoo
Agency: Saatchi and Saatchi, Wellington
Writer: Tim Hall
Art Director: Scott Henderson
Retoucher: Geoff Francis
Account Service: Mel Bowker

The winning creative team will receive $250 cash and the ad will be entered into 2010 Axis Awards. The ad will appear in the "What's New" section of March AdMedia.

Special mention also went to The Warehouse Valentine's Day promotion created by Aim Proximity. A simple and mysterious newspaper ad assisted in driving males online to create a personal Valentine's message using some pretty cool technology. "Great idea but pity it didn't have any tie back to the brand," agreed the judges.

View all these ads and the other finalists at www.nabs.co.nz (Inspiration/Ad of the Month).

There are just **three more opportunities** remaining to win Ad of the Month and receive automatic entry into The Newspaper Ad of Year and its $10,000 cash prize. Competition round ends May 31st.

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