

# NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE 3 April 2009

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## March Newspaper Ad of the Month Winner

Booksellers New Zealand have won NAB's March Newspaper Ad of the Month. The topical Black Friday ad was created by Saatchi & Saatchi Wellington.

"A well written and well crafted topical ad." said judge Marianne Harvey, winner of last year's \$10,000 Newspaper Ad of the Year. The other judges included, Tim Hall - Saatchi & Saatchi and Paul Nagy - Clemenger BBDO.

Credits for the winning ad included:

Writer: Henry Kember  
Typographer: Geoff Francis  
Associate Creative Director: Scott Henderson  
Creative Director: Tim Hall  
Account Service: Cameron Harland  
Client: Anna Burt

Runner up was VW 'Worth a second look' created by DDB. See full details of all ads at [www.nabs.co.nz](http://www.nabs.co.nz) (Inspiration/Ad of the Month).

The winning ad will be sponsored into 2010 Axis Awards, and the winning creative team will receive \$250 cash. The ad will also appear in the "What's New" section of the April issue of AdMedia and is an automatic finalist for The Newspaper Ad of Year.

There are just **two 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 31<sup>st</sup> 2009.

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