

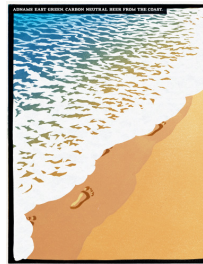


Earlier this year, the 2008 UK Awards for National Newspaper Advertising (ANNAs) were announced, celebrating and rewarding the best in newspaper advertising - winners share a massive £65,000 prize fund.

Here at home, you could win \$10,000 for your best newspaper ad with The Newspaper Ad of the Year. Visit www.nabs.co.nz for more details or email lexie@nabs.co.nz.

Winner of Winners

Client: Adnams
Agency: Shop
Art Director: **Tom Ewart**
Copywriter: **Dave Sullivan**
Illustrator: **Chris Wormell**



Judges comment

"Tell me one thing I don't know rather than three things I already do. Congratulations for being so confident and single-minded."
Russell Ramsey, ECD, JWT

Art Direction Winner

Client: Cadbury
Agency: Fallon
Creative Director: **Richard Flintham**
Creative Team: **Mark Elwood, Dave Lang & Martin Gillan**



Judges comment

"Having produced the public's favourite TV ad of last year, it must be tempting to take the crazy imagery over to the newspapers. Instead, Fallon have produced a campaign based on a good old fashioned USP - remember them?"

Dave Dye, Creative Director, Dye Holloway Murray

Copywriting Winner

Client: John Lewis Partnership
Agency: Lowe London
Creative Director: **Ed Morris**
Creative Team: **Simon Morris, Patrick McClelland & Clive Pickering**



Judges comment

"While the rest of the high street descends into battle wielding enormous red and white sale signs John Lewis sticks to its principles. Simple, clear and informative - the essence of the store itself. Well done to all concerned for not deviating from the truth and keeping the brand fresh."

Darren Bailes, Creative Director, VCCP



Creative Media Partnership Winner

Client: British Airways

Agency: Bartle Bogle Hegarty

Creative Director: **Mick Mahoney**

Creative Team: **Brad Woolf, Dan Bailey & Pedro Alvarez**

Media Team: **Matt Skelding & Chris Davies** (ZenithOptimedia)



Judges comment

“This was a press campaign where each ad was conceived, executed and delivered in less than twenty-four hours. Now, I don't care which 'arena' you work in, that's quick. It's also a masterclass in restraint. No clever headlines. No clever visuals. Instead all we're left with is a clever idea. Remember those?”

Nik Studzinski, Creative Director, Mother

Topicality Winner

Client: Five

Agency: Grey London

Creative Team: **Andy Amadeo & Nils Leonard**

Media Team: **Richard Friar, Nigel Kwan, Luke Moorby & Hannah Murphy** (Vizeum)



Judges comment

“Best use of the topicality and controversy that only newspapers can bring to the mix.”

Gerry Moira, UK Director of Creativity, Euro RSCG