



Newspapers are good for...

“new news; credibility; impact; a statement; editorial context; retail action; a good read; a quick read; being local; being national; hundreds of thousands of eyeballs every day.”

*James Mok, ECD, DraftFCB*

“big, fuck off ads that slap you across the face.”

Jeneal Rohrback, Creative Director, Rohrbell

“creating news as well as reporting it. Take out a full page, use it imaginatively and get the whole country talking about you.”

Paul Catmur, Creative Partner, Barnes, Catmur & Friends

“taking your message beyond advertising and making it part of someone’s daily ritual. Also, they’re handy if you want to get a large chunk of New Zealand wine lovers licking newsprint in front of their workmates.”

Vaughn Davis, CD, Y&R

“they can talk with authority, make your ad part of the news. Sure, you can’t believe everything you read in newspapers....but compared to the internet?”

Tim Hall, CD, Saatchi & Saatchi

“Newspapers are the pause that refreshes...your mind. People have a real relationship with their newspaper, they trust them, touch them, and savour the time spent with them. When that relationship is respected the messages we create are so much more compelling.”

Lachlan McPherson, CD, PublicisMojo

“starting conversations (especially in workplace kitchens or canteens); topical ads; giving advertisers a great, big canvas to work with.”

Chris Swift, CD, Swift Thinking

“getting in touch with the world, as well as shutting it out for a while. What better time for an advertiser to talk to people than when they’re both receptive and relaxed?”

Marianne Harvey, Freelance Creative

“topical ads, advocating a cause, surprising the socks off people first thing in the morning, making brands look bigger than they may actually be, and being seen alongside the most interesting things happening in the world today. What client wouldn’t want to do all of that?”

Paul White, Creative Director, AUT Adschool

