

NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE 1 May 2009

April Newspaper Ad of the Month Winner

D. Vice have won NAB's April Newspaper Ad of the Month, created by Colenso BBDO.

"This ad made me laugh out loud," said Karen Maurice-O'Leary, "It's just not what I was expecting when I saw it." April judges also included, Rene Van Wonderen – M&C Saatchi and Jamie Hitchcock – Colenso BBDO.

Credits for the winning ad included:

Executive Creative Director: Nick Worthington
Creative: Jonathan McMahon
Creative: Lisa Fedyszyn
Senior Account Manager: Kate Smart
Producer: Gabrielle Caldwell
Photographer: Stephen Langdon
Client: D.Vice
Client Contact: Rene Bros/Megan Denize/Wendi Lee

The runner's up were Royal New Zealand Returned Services Association 'Give to those who gave' created by M&C Saatchi and NZ Army 'Leaders Required' created by Saatchi Wellington. See full details of all ads at 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 May issue of AdMedia and is an automatic finalist for The Newspaper Ad of Year.

There is just **one more opportunity** 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 2009.

Lexie Ribot
Creative Manager
Newspaper Advertising Bureau
Phone: (09) 361 2710
Email: lexie@nabs.co.nz

-ENDS-

