

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

4 August 2009

Colenso win June and July Newspaper Ad of the Month

Colenso BBDO have won both the June and July Newspaper Ad of the Month competitions for TV3 Outrageous Fortune 'Tool Guys' and 'The New Zealand Breast Cancer Foundation', respectively.

Judges were Pat Murphy (Rapp), Slade Gill (Saatchi's) and Sarah Longworth (Colenso BBDO), who abstained from the final judging.

Credits for the winning ads include:

Client: TV3 Outrageous Fortune
Creative Director: Steve Cochran
Deputy Creative Director: Karl W Fleet
Creatives: Daniel Nelson & Alex Bartleet
Designer: Phila Lagaluga

Client: The New Zealand Breast Cancer Foundation
ECD: Nick Worthington
Art Director: Lisa Fedyszyn & Jonathan McMahon
Copywriter: Lisa Fedyszyn & Jonathan McMahon
Agency Producer: Paul Courtney
Photographer: Derek Henderson
Retoucher: Kevin Hyde

The winning creative teams will receive \$250 cash and the ad will appear in the "What's New" section of August AdMedia. The winning ads also get automatic entry into The Newspaper Ad of Year 09/10 and its \$10,000 cash prize.

Any ad that has run in any New Zealand newspaper is eligible to win. Simply email your newspaper ad to ideas@nabs.co.nz. Full terms and conditions at www.nabs.co.nz.

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