

NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE 1 September 2009

August Newspaper Ad of the Month Winner

TV3's America's Next Top Model has won NAB's August Newspaper Ad of the Month, created by Colenso BBDO.

"A stand out ad that makes you laugh," agreed judges Steve McKenzie – Publicis Mojo, Basil Christensen – Ogilvy and Murray Watt – DraftFCB.

Credits for the winning ad included:

Art Director: Sarah Longworth
Copy Writer: Mick Stalker
Mat Baker: Photographer
Carl Baker: Retoucher
Gabrielle Buckle: Producer
Nigel Sutton: Producer
Zadie Wah: The Dog

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 September issue of AdMedia and is an automatic finalist for The Newspaper Ad of Year.

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