

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

4 November 2009

Burger King KO wins October Newspaper Ad of the Month

Burger King's KO ad that appeared the day after David Tua's knock out triumph has scooped the NAB's October Newspaper Ad of the Month. The winning ad was created by Y&R.

"It was a great, very effective use of newspapers short lead time, being able to push that ad out so fast against a tight deadline" said the judges Paul Courtney from Colenso BBDO, Rob Jack from Special and Vaughan Davis from Y&R – who abstained from the final selection as a judge from the winning agency.

Runner up was DraftFCB's Halloween Mini ad. The judges also commended the ongoing quality of the Pak n Save campaign and the strength of art direction in the current Monteiths press work.

Credits for the winning ad include:

Agency: Y&R
Client Company: Burger King NZ
Creative Director: Vaughn Davis
Art Director: Cory Bellringer and Nicole Hetherington
Copy Writer: Matt Sellars and Simon Fowler
Suits: Katherine Sliper and Paula Kelly
Client: Rachael Allison

The winning creative team receive \$250 cash and the ad is sponsored by the NAB into the 2010 Axis Awards. The ad will also appear in the "What's New" section of December's AdMedia and becomes a Finalist in the 2010 \$10,000 Newspaper Ad of Year competition.

To view October's winning ad and other Finalists in the current Newspaper Ad of the Year series visit the NAB website www.nabs.co.nz/Inspiration/AdofMonth.

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