

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

3 February 2010

DDB and DraftFCB win December, January Newspaper Ad of the Month

DDB's Sky TV Arts Channel 'Jackson Pollock' concept was December's Newspaper Ad of the Month winner. Commenting on the cleverly hand scripted long copy material the judges said "it shows a great understanding of the target audience. A nice intelligent read".

January's winner was DraftFCB's latest in the artwork series for Robert Harris coffee. "Good use of the medium and an inspiring way to use the paper – an oasis of art in the newspaper!", said the judges.

December and January's judges were James Mok - DraftFCB, Lachlan McPherson – Publicis Mojo and Sarah Walter – The Pond. (Mok abstained from the January vote due to conflict of interest).

December and January's winning creative teams receive \$250 cash with the ads sponsored by the NAB into the 2011 Axis Awards. The ads will also appear in the "What's New" section of AdMedia and are now Finalists in the 2010 \$10,000 Newspaper Ad of Year competition judged later this year. Any ad that's run in any newspaper around the country is eligible to enter the competition. Email ideas@nabs.co.nz for competition details.

To view all the Finalists in the current Newspaper Ad of the Year series visit the NAB website www.nabs.co.nz/Inspiration/AdofMonth.

Credits for the December winner are:

Executive Creative Director:	Toby Talbot
Head of Art/Illustrator:	Mike Davison
Copywriter:	Simon Vicars
Art Director:	James Tucker
Group Account Director:	Scott Wallace
Account Director:	Danielle Richards
Account Manager:	Brad Armstrong
Director of Marketing:	Mike Watson
Marketing Manager:	Chaz Savage
Marketing Executive:	Amber Brown

Credits for the January winner are:

Executive Creative Director: James Mok
Creative Director: Tony Clewett
Copywriter: Rob Banks
Art Director: Tony Clewett
Traffic Manager: Simon Pengelly
Creative Services Manager: Jason Jones
Agency Producer: Monique Hawkins
Editor: Chris Brooks
Head of Account Service: Fleur Head
Account Director: Kate Heatley
Account Manager: Katie Loverich
Client: Janine Chamley & Jodie Timmins
Illustrator: Janine Wareham – International Rescue

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