

Ad Student's Creative Newspaper Advertising Competition 2010 \$500 New Zealand Herald prize

The Newspaper Advertising Bureau (NAB) believes that the future of our industry's creativity is in your hands (no pressure!). So we've created this competition to prove it!

Create a distinctive and effective campaign for one of the following products or services which is not typically advertised in newspapers:

Air Freshener: (big on TV but never in press apart from occasional supermarket composite ad promoting in store specials).

OR

Hair colour: (the domain of glossy magazines with brands like L'Oreal and Schwarzkopf etc.)

OR

Car, House or Contents Insurance: (all the major companies use TV heavily to push their brands. Insurance is almost generic AMI, State, NZI, Tower, VERO; what's the difference?)

Your advertising campaign should draw on the strengths of newspapers: topical/daily, opinion forming, mass reach and influence, trustworthy/credible editorial environment, variety of sections to target different readers, flexible advertising space.

THE NEW ZEALAND HERALD BONUS BRIEF - WIN \$250 CASH

When you hand in your newspaper ads, we'll give you another brief, which you need to turn around within 48 hours (welcome to the real world!). The winning student or team for this bonus challenge will win \$250. Participation in this bonus challenge is optional.

The Judges

Judges will choose one winner from the entries. The kind of things the judges look for:

- Fantastic use of the newspaper medium (show understanding of newspapers strength)
- A great idea, relevant to both product and target market
- Campaigned to include a minimum of 3 ads – the idea could even extend across other media

Key Dates

Brief to students	Monday 3 May
Entries Close:	4pm – Friday 21 May (The New Zealand Herald Main Challenge) 4pm – Monday 24 May (The New Zealand Herald Bonus Challenge)
Judging of Work:	Mid June date tba 4pm – 8pm at Media Design School Queen St
Winner Announced:	Thursday 15 July

All finalist work will be on display at The Newspaper Ad of Year on the 15th of July 2009.

The Prizes

- The winning work will receive the The New Zealand Herald Bonus \$500 prize.
- The New Zealand Herald 48 Hour Challenge brief winner(s) receive \$250
- The finalists will be sponsored into the *Young Guns Awards.
- The finalist work will be displayed at The Newspaper Ad of Year awards and showcased on www.nabs.co.nz.
- The winning student(s) and work will be featured in PR/editorial

There is no limit to the number of campaigns you can enter. Good luck!

* Young Guns [www.ygaward.com]

The Australian based Young Guns Award was set up to showcase emerging creative talent. Young Guns has over 1,500 entrants from 48 countries each year, comprising the best of the world's upcoming creatives, directors, editors, photographers and sound engineers. Young Guns is supported by regional media partners and representatives in over 27 countries around the world ensuring localised promotion and editorial coverage in each of the markets.

Entry Criteria

Entrant must be a full-time student at AUT or The Media Design School in advertising, design, visual communication, mass communication, marketing or a related discipline. Entrants must supply **one** each of the following for all entries:

- 1) Work mounted to **A3** card or foam-core board flush to the edge
- 2) CD of entered work – individual jpeg files – no larger than 1mg each, min 150 dpi

YOU MUST LABEL ALL ENTRIES - If you do not do this, your work will not be included for judging. Label on the back of the mounted entries and label the CD and cover for artwork files. Also ensure that the file name is the same as your entry title.

- Full name
- Advertising School
- Email
- Contact phone numbers
- Title of work

Entries to be computer generation, black & white, or colour.

Entries are to be handed to your lecturers by deadline.

Other conditions:

- *Any work that is found to not be original will be disqualified.*
- *The NAB reserves the right to use or reproduce the work of all accepted entries on www.newspapers.co.nz, and in any other industry related or educational activities.*