

NEWSPAPER ADVERTISING BUREAU
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NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

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Crispin Porter + Bogusky's Chuck Porter to Chair Newspaper Ad of the Year judging

Continuing the tradition of selecting global creative leaders to chair the Newspaper Ad of the year judging, previous chairs include Tim Delaney and Sir John Hegarty, this year's Chairman of Judges is Chuck Porter co-Chairman of Crispin Porter + Bogusky USA.

CB+P was named 2009 USA Agency of the Year by *Advertising Age*, *Adweek* and *Creativity* magazines and most recently was selected as Agency of the Decade by *Advertising Age*.

Australasia's largest cash prize for creativity, the \$10,000 Newspaper Advertisement of the Year, will be announced on July 15 at a function being organised at Hopetoun Alpha. Chuck Porter will talk about the winning work in a video presentation at the function.

"We're stepping up the event this year by including a Client of the Year award which will be included in the Call for Entries sweep going out mid-June. But, we're not sitting back waiting for submissions to trickle in. Chuck will be upping the game by inviting people to respond to his forthcoming blog about the competition on *Campaign Brief New Zealand* next month. He also plans to call some agency CEOs and ECDs to encourage them to get their submissions in." said Robert Munro NAB General Manager.

May's Newspaper Ad of the Month selection, which is the last month in the current award cycle, takes place this Monday 31 May at the NAB. The May judges are Andy Blood, Damon O'Leary, Josh Lancaster and Paul Catmur.

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