

NEWSPAPER ADVERTISING BUREAU  
|a| PO BOX 2941, Auckland 1140, New Zealand  
|p| 09 304 1144 |f| 09 303 2570

## NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

15 July 2010

---

### **DDB wins \$10,000 Newspaper Ad of the Year for Sky TV Arts Channel.**

A DDB creative team has won the \$10,000 Newspaper Advertisement of the Year 09/10 for Sky Television's Arts Channel. The advertisement, *Mark Rothko*, was one of a series of newspaper advertisements promoting subscriptions to Sky TV's Arts Channel.

"The judges unanimously agreed the campaign idea was striking and beautifully written which is what great newspaper advertising is all about", said Robert Munro the NAB's General Manager.

Sky TV also went on to win the Newspaper Client of the Year award for its series of programme promotion press advertisements by DDB. The winners were announced at a function in Auckland this evening where guests viewed the 13 Finalists on display along with student competition Finalists from AUT and The Media Design School.

Chairman of Judges, Chuck Porter from Crispin Porter + Bogusky presented a witty question and answer video during the show responding to questions posted earlier on the *Campaign Brief New Zealand* website. Local judges for the Newspaper Ad of the Year were Rebecca Carrasco Publicis Mojo, James Mok DraftFCB, Levi Slavin Colenso BBDO and Angus Wardlaw Saatchi & Saatchi.

During the show a full page press ad announcing the night's winner was produced live and despatched from the venue appearing in tomorrow morning's *The New Zealand Herald*, *The Dominion Post*, *The Press* and *Otago Daily Times*.

The Ad Student's Newspaper Advertising Competition sponsored by *The New Zealand Herald* was won by Edward Knowles and Charles Twaddle from The Media Design School earning them a \$500 prize. The 48 hour bonus brief was won by Jonathan Fox and Jack Delmonte also from The Media Design School with a \$250 prize.

All Finalists and competition details for the new round can be viewed at [www.nabs.co.nz](http://www.nabs.co.nz)

**NAB Newspaper Advertisement of the Year**

**Client**  
**Group Executive Creative Director**  
**Art Director**  
**Writer**  
**Head of Art**  
**Production Manager**  
**Account Team**

Mike Watson, SKY TV  
Toby Talbot  
James Tucker  
Simon Vicars  
Mike Davison  
Nick Conetta  
Danielle Richards, Brad Armstrong, Scott Wallace

**For further information contact:**

Robert Munro  
General Manager  
Newspaper Advertising Bureau  
ddi: 09 304 1401 Email: [robert@nabs.co.nz](mailto:robert@nabs.co.nz)

**-ENDS-**