

Lexie Ribot | Creative Manager | Newspaper Advertising Bureau
|p| 09 361 2710 |f| 09 360 3459 |m| 021 487 143
Kirsty Atkins | Marketing Support
|e| lexie@nabs.co.nz (or) kirsty@nabs.co.nz
|w| <http://www.nabs.co.nz>
|a| PO Box 2941 Auckland 1015, New Zealand

**NEWSPAPER ADVERTISING BUREAU
MEDIA RELEASE
1 August 2007**

July Newspaper Ad of the Month Winner

"Weeds" newspaper ad for Prime is the NAB's July Newspaper Ad of the Month Winner, created by DraftFCB.

Judges agreed this humorous ad would have stirred a great reaction in readers. "This ad made me go 'Oh ^*#!' said Judge Connan James of M&C Saatchi, "as opposed to other ads which make me go 'Oh yeah' and then move on."

July judges included Connan James (M&C Saatchi), James Mok (DraftFCB – who abstained from judging) and Daniel Nelson and Jemima McKenzie-Higgot (JWT).

Credits for the winning ad include:

Client - Prime TV
Brand/Product - Weeds
Creative Director - James Mok
Account Director/team - Fleur Head, Chrystal Pederson, Lisa Divett (Account Planner)
Media Strategist/team - Rachel Leyland, Candice Moselen
Writer - Chris Schofield
Art Director - Billy McQueen
Retoucher - Kevin Hyde, Roxanne Hawthorne and Rory O'Dea

The winning ad will be sponsored into 2008 Axis Awards, and the winning creative team will receive \$250 cash. The ad will also appear in the "What's New" section of August AdMedia and is eligible to win the \$10,000 cash prize for overall Newspaper Ad of Year (07/08).

The NAB Newspaper Ad of the Year award exemplifies the NAB's commitment to excellence in the craft of print advertising. Great creative newspaper ads are an effective way of reaching the right audience quickly.

For full terms and conditions and copy of the winning ad visit www.nabs.co.nz.

Lexie Ribot
Creative Manager
Newspaper Advertising Bureau
Phone: (09) 361 2710

-ENDS-