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**NEWSPAPER ADVERTISING BUREAU
MEDIA RELEASE
3 July 2007**

June Newspaper Ad of the Month Winner

“Paris on Prison” newspaper ad for Sky TV is the NAB’s June Newspaper Ad of the Month Winner. The ad was created by DDB and media placed by OMD.

Judges agreed this was a humorous and topical ad and demonstrated a good understanding of the daily newspaper medium.

“Lucky I knew someone with a Chihuahua” said Darren Wong Kam who as part of the creative team had an extremely short deadline in which to create, photograph and despatch the concept to the newspapers.

June judges included Steve Cochran (Colenso), James Bowman (Ogilvy) and Karl Fleet (Publicis Mojo).

Credits for the winning ad include:

Creative Director: Toby Talbot ECD
Account Director/team: Rose Thompson, Danielle Richards
Media Strategist: Fay Laurenson, Julia Cox
Writer: Martin Brown, Bridget Short (Deputy CD),
Art Director: Darran Wong Kam, Pete Thompson
Retoucher: Gordon Moir
Photographer: Paul Jones

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 July 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.

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