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

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**September Newspaper Ad of the Month Winner**

"Finance Director wanted" newspaper ad for Volkswagen is the NAB's September Newspaper Ad of the Month Winner, created by DDB New Zealand Ltd.

The Judges agreed that this was a great use of the medium; the ad was humorous and quite unexpected. "The ad made me laugh" said Sue from The Pond.

September judges included Hywel James (Saatchi & Saatchi), Alf Nadin (DraftFCB) and Sue Worthington (The Pond).

Credits for the winning ad include:

Client company - Volkswagen  
Brand/Product – 5% Finance  
Executive Creative Director – Toby Talbot  
Account Director/team – Scott Wallace, Paul Wilson, Duncan Blomfield  
Writer – Paul Hankinson (Creative group head)  
Art Director – Pete Thompson  
Production: Nick Conetta  
Media credits: Chrissy Payne (Total Media), Lisa Pountney (Total Media)

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 October 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](http://www.nabs.co.nz).

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