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

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**October Newspaper Ad of the Month Winner**

The Tattoo Removal newspaper ad for Caci Clinic is the NABs October Newspaper Ad of the Month Winner, created by JWT.

The Judges agreed they seized an opportunity with this ad. The result is simple, humorous and memorable.

October judges included Rob Jack (Special), Rod Prosser (JWT), and Steve McCabe (Y&R)

Credits for the winning ad include

Agency - JWT  
Client company - Caci Clinic  
Brand/Product - Tattoo Removal  
Creative Director - Angus Hennah  
Account Director - Angela Weeks  
Media Strategist - Abbey Carter  
Writer - Craig Love  
Art Director - Rod Prosser  
Retoucher - Marc Lavich

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 November 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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