

28 October 2011

'kiwistogether.com' winner "Over the Moon"

Starcom media planner/buyer Shona Cawley is "over the moon" about the fact that she has won the "Newspapers Work" competition giving her a return trip to London for two people.

Shona was one of the many agency executives who encouraged their London-based friends to enter the "kiwistogether.com" competition which displayed New Zealand newspaper headlines on a digital billboard in Hammersmith for the last week of the Rugby World Cup. Shona's friend in London, Kate Senior, entered the competition and Shona's name was pulled out of the hat yesterday in an independent draw conducted by the Newspaper Publishers' Association.

Shona, who has been at Starcom for just over a year and spent several years in London herself, said the campaign was a great way to engage with friends still in London and remind them of what was happening back in New Zealand during this exciting week.

"What with the Rugby World Cup, the stranding of Rena and floods in the South Island, it was a great time to be keeping our friends and relatives in touch with what has been happening in New Zealand," she said.

"It's just awesome that I can use this prize to get back to London to see my mates," she said.

Chief Executive of the Newspaper Publishers' Association, Tim Pankhurst, said the campaign had played an important part in keeping kiwis informed about their home country at a time when there was enhanced overseas interest what was happening in New Zealand.

"Our objective with the campaign was to reinforce the connection that newspapers in New Zealand provide for kiwis living overseas, and it is clear that the headlines we displayed on the Hammersmith billboard did exactly that," he said.

Mr Pankhurst said the NPA would be announcing the winner of the on-line consumer competition once they had contacted him in London.

Attachment: Print ad for kiwistogether.com

For further information please contact Jenny Stiles, NPA, 021-822173