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**NEWSPAPER ADVERTISING BUREAU
MEDIA RELEASE
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November Newspaper Ad of the Month Winner

DraftFCB's Cluster Bomb newspaper campaign for Oxfam's Cluster Munition Coalition is the NAB's November Newspaper Ad of the Month winner.

This engaging idea could not have been done in any other media. It's a great use of newspaper, agreed the November judges Stu Hinds (G2), Kate Saarinen (Freelance Creative), and Daniel Crayford (Ogilvy).

Credits for the winning ad include:

Agency – DraftFCB
Client - Cluster Munition Amunition
Brand/Product - Ban Cluster Bomb Campaign
Creative Director - James Mok, Chris Schofield
Account Director/team - Fleur Head, Helen Prangle and Lisa Divett(Planner)
Media Strategist/team - Emma Cochrane
Writer - Matt Simpkins
Art Director - Dave Brady
Retoucher - Kevin Hyde
Typography - Dave Brady

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 December 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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