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**NEWSPAPER ADVERTISING BUREAU  
MEDIA RELEASE  
13 February 2008**

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**December & January Newspaper Ad of the Month Winner**

Mint's Himilayan Trust newspaper ad is the NAB's January Newspaper Ad of the Month winner.

This was a powerful, yet simple ad, agreed the January judges Bridget Short (DDB), Vaughn Davis (Y&R), and Joe Holden (Big Communication).

Credits for the winning ad include:

Agency – Mint  
Client Company - Fairfax Media  
Brand/Product - Himilayan Trust  
Creative Director - Simon Shattky  
Media Strategist - Simon Teagle  
Writer - Rory McKechnie  
Art Director - John Maxwell  
Design - Graeme Cooper

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 February AdMedia and is eligible to win the \$10,000 cash prize for overall Newspaper Ad of Year (07/08).

There was no winner for December Newspaper Ad of the Month, which means you now have even more chances to win the \$10,000 Newspaper Ad of the Year. Any ad that's run in any newspaper around the country is eligible. Just email [ideas@nabs.co.nz](mailto:ideas@nabs.co.nz) the details of the work you want entered.

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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