

NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE

February Newspaper Ad of the Month Winner

Vodafone has 'made the most of now' and won the NAB's February Newspaper Ad of Month with their "Leap Day" ad. Congratulations to Colenso who created the ad and Spark for media placement.

"This well written ad could have only appeared in the newspaper on this day. It's great use of the medium," agreed the judges Guy Denniston (Publicis Mojo), Glenn Jameson (The Pond) and Josh Lancaster (ColensoBBDO).

The ad featured birthday boy Oliver Woods' Vodafone mobile number and encouraged readers to contact him and wish him well. "Oliver's phone has been ringing all morning," said Josh. "He's had calls from radio stations and people off the street." This just goes to show the power of newspapers to motivate people into action.

Credits for the winning ad include:

Creative Director – Nick Worthington
Account Director – Jenny Wildner
Strategic Planner – James Hurman
Media Strategist – Cherry Powell
Writer – Steve Cochran
Art Director – Steve Cochran
Designer – Simon Redwood, Talisha Haakma
Typographer - Simon Redwood, Talisha Haakma
Artwork – Gavin Le Claire
Producers – Paul Courtney, Jo Kouvaris
Illustrator – Tim Hunt

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 March 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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