



The World's Best Press Ads

The first ever World Press Awards winners have been announced, with some impressive ads being given the illustrious title of "world's best".

Interestingly Neil French, founder of World Press Awards, views "press" as newspapers and magazines, which would seem logical then to call it the World Print Awards? Although it's not quite as powerful and urgent as the word "press" (oh the power of words). Whilst there are distinct differences between writing ads for newspapers and our glossy magazine friends, there are also fundamental similarities of the print advertising discipline.

"...print advertising at its best. It stops you in your tracks, pulls you in and rewards you with content that is thought-provoking and enlightening." Graham Warsop (Chairman and Executive Creative Director The Jupiter Drawing Room, South Africa).

Graham was one of the six "cream of the crop" judges handpicked by Mr French for the first World Press Awards. The judges had the very hard job of being shackled up in Raffles Hotel in Singapore for a week to view over two thousand entries. Just 29 were awarded with gold.

"The World Press Awards are dedicated solely to recognising the discipline and rigour of this, the most unforgiving and basic of mediums." Tham Kahi Meng (Co Chairman and Executive Regional Creative Director, Ogilvy & Mather Worldwide Board). Newspaper offers creatives a great opportunity to showcase their craft – a blank canvas on which to execute a brilliant idea.

"Print advertising is a medium for the courageous. Here you will find writers and art directors, alone on the page with nowhere to hide, completely vulnerable, their reputations resting on their talent irrespective of budget." Jim Aitchison (Author, Cutting Edge Advertising and former creative director). No jingles, no directors, no editors, no technicians to put a spin on the idea and no technology to hide behind...press is advertising at its purist.

"In print, you have the opportunity to have a one-to-one conversation with the reader." Mark Tutssel (Worldwide Creative Director, Leo Burnett).

So why say it in 30 seconds when you can say it elegantly in just a few words...or more? Mr French believes "Copy is far from dead, and in fact may be making a 'comeback', if indeed it ever went away."

You can be inspired by the world's best print ads at www.worldpressawards.com. Hopefully you'll feel compelled to write the next best newspaper ad in the world. You might even win \$10,000 cash as part of NAB's Newspaper Ad of the Year...world famous in New Zealand.

