

## **How to win \$10,000 and a Cannes Lion**

What makes a winning press ad? It's belief and focus according to Adam Lance, Aussie judge on the Cannes Press Lions jury, in a recent article from B&T.

"We need to make it a focus again. We need to remember again how impactful [press] really can be ...I think any creative person still has a desire to do it."

He goes on to say that there is not enough time spent on writing great press ads. If you do however, the rewards are great. Just ask New Zealand's Cannes Press winners PublicisMojo, Draft/FCB and Colenso, who picked up 2 Silver Lions and a Bronze Lion respectively.

So it seems (hallelujah!) that maybe it's finally sinking in; great creative newspaper ads are effective and reward both client and agency. This is a view long held by UK creative guru Tim Delaney who recently visited New Zealand on behalf of the Newspaper Advertising Bureau.

"It's what's in a creative's head that stops them from creating a great newspaper ad", says Tim, founder of leading UK agency Leagus Delaney. And he should know. Brands such as Harrods, The Guardian, Porsche, adidas and Patek Phillipe can attribute much of their success to his awesome copywriting skill.

His advice is don't worry about what you don't have and worry about actually doing a great ad. His presentation at an Auckland Creative Seminar debated the worldwide "whinges" creatives have about writing good press ads.

"It won't get you anywhere. You'll expend energy on all kinds of reasons why and this energy can be better spent".

His ideas of what makes a great newspaper ad include:

1. Don't use the client, the category or the agency as an excuse to do a bad ad
2. Set out with the belief that you can do a good ad
3. Want to spend the time on it
4. Believe in the outcome
5. Talent would be useful

Whilst here in NZ, Tim attended The Newspaper Ad of the Year, a competition recognising and rewarding creative use of the medium. The winner was Saatchi's Telecom ad "Photo Message Your Half Time Order". The winning creative team won \$10,000.

"Awards like NAB Newspaper Ad of the Year are vital in highlighting the power of great creative work" said Tim.

If you believe you can write a great press ad, then set aside some time and you might just win 10 grand and possibly a Cannes Lion.

For a copy of Tim's filmed presentation contact [lexie@nabs.co.nz](mailto:lexie@nabs.co.nz).

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