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## **NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE**

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### **March Newspaper Ad of the Month Winner**

Saatchi & Saatchi's New Zealand Army newspaper ad is the NAB's March Newspaper Ad of the Month winner.

"Another great newspaper recruitment ad by NZ Army. It hands down beat anything else on the table"

March judges included Tim Hall (Saatchi & Saatchi), Scott Henderson (Ogilvy) and Dan Moth (Clemenger).

Credits for the winning ad include:

Agency – Saatchi & Saatchi  
Client company – New Zealand Army  
Creative Director – Tim Hall  
Account Director – Nicola Harvey  
Creative Team – Kate Catalinac & Samantha Brown  
Account Executive – Andrew McManamon

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 April 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](http://www.nabs.co.nz).

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