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## **NEWSPAPER ADVERTISING BUREAU MEDIA RELEASE**

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

Y&R's Liquorland newspaper ad is the NAB's April Newspaper Ad of the Month winner.

"A great ad that capitalises on the strengths of newspaper - daily, interactive and engaging."

April judges included Guy Roberts (TBWA/Whybins), Nigel Corbett (sugar), Paul Taylor (M&C Saatchi).

Credits for the winning ad include:

Agency – Y&R  
Client company – Liquorland  
Creative Director – Vaughn Davis  
Account Director – Phoebe Williamson and David Bell  
Typographer – Paul Turkington  
Illustrator – Paul Turkington

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 May 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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