

NEWSPAPER ADVERTISING BUREAU
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MEDIA RELEASE

3 June 2008

May Newspaper Ad of the Month Winner

NZI is the NAB's May Newspaper Ad of the Month winner, created by Colenso.

This was a great topical newspaper ad that tied well with the clients proposition, agreed the May judges Paul Catmur (Barnes, Catmur and Friends) and Rob Jack (Special Group).

Credits for the winning ad include:

Agency – Colenso
Client Company - IAG
Brand/Product – NZI
Executive Creative Director – Nick Worthington
Creative Director – Steve Cochran
Creative - Rebecca Johnson-Pond
Creative - Kimberley Ragan
Creative – Brent Smart

The winning ad will be sponsored into 2009 Axis Awards, and the winning creative team will receive \$250 cash. The ad will also appear in the "What's New" section of June AdMedia. The ad is a finalist for The Newspaper Ad of Year and it's \$10,000 cash prize.

The Newspaper Ad of the Year 08

The last monthly winner has now been awarded and marks the end of the 07/08 round (1st June 07 – 31st May 08). The overall Newspaper Ad of the Year will be announced at an industry function early August.

More details will be revealed shortly, including special guest speaker, location and exact date. Like previous years, this will be an event not to be missed. To ensure you get an invite, email kerry@nabs.co.nz.

In the meantime, the new round will commence with monthly winners announced accordingly. Full terms and conditions of entry and copy of all the previous winning ads are at www.nabs.co.nz.

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