

MEDIA RELEASE
5 August 2008

JULY NEWSPAPER AD OF THE MONTH WINNER

Vodafone Warriors "Tattoo" is the NAB's July Newspaper Ad of the Month winner, created by Colenso .99 and media placed by OMD.

"An engaging ad that is innovative in it's use of the medium," agreed the judges including Angus Hennah (JWT), Steve McCabe (Freelance Creative) and Damon O'Leary (Ogilvy).

Credits for the winning ad include:

Client company	Vodafone Warriors
Brand/Product	Ruben's 300 th game
Creative Director/team	Craig Pethybridge, Justin Wood, Mel Brooks, Courtney Dow
Account Director/team	John Archer, Renata Harrison-Gordon, Carla Dagger
Media	Rex Pearce (OMD Business Director), Georgina Davis (OMD Buyer)
Writer	Mark Easterbrook, Courtney Dow
Typography/Art Director	Craig Pethybridge, Justin Wood
Other inclusions	Bryan Over (Production Manager)

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 August AdMedia as well as on our website nabs.co.nz. The ad is a finalist for The 2009 Newspaper Ad of Year and its \$10,000 cash prize.

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.



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