

**NEWSPAPER ADVERTISING BUREAU  
MEDIA RELEASE  
THURSDAY 28<sup>th</sup> AUGUST 2008**

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**M&C Saatchi WELLINGTON team win Newspaper Ad of Year and \$10K prize**

M&C Saatchi have won The Newspaper Ad of the Year 07/08 for Earthquake Commission "Fault" (attached). The winning creative team of Jeremy Southern, Marianne Harvey and Mark Anstis collected the \$10,000 grand prize; full credits include:

Executive Creative Director – Oliver Maisey  
Creative Director – Jeremy Southern  
Copywriters – Marianne Harvey, Jeremy Southern  
Art Director – Mark Anstis  
Account Director – Greg Forsythe  
Production Manager – Rob Leach  
Communications – Joanna Martin

The prize was announced at a function held in Auckland on Wednesday 27<sup>th</sup> August 2008, at Hopetoun Alpha. Around 200 agency and newspaper guests sipped wine and beer, ate delicious food and viewed the 17 finalists on display.

The audience then participated in producing a "live" newspaper ad, which was despatched on the night to appear the next day Thursday 28<sup>th</sup> August in five metropolitan newspapers – The New Zealand Herald, The Dominion Post, Waikato Times, The Press and Otago Daily Times.

"The Newspaper Ad of the Year winner is an exceptional newspaper ad", says Lexie Ribot, Creative Manager of the NAB. "Every year the standard is raised. We can't wait to see what next year brings."

The new competition round started 1<sup>st</sup> June 2008.

All finalists and full details of the competition can be viewed at [www.nabs.co.nz](http://www.nabs.co.nz).

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