



CELEBRATING

**150
YEARS**

— NZ —

CREATIVE EXAMPLES:

Win a Mercedes-Benz C-Class
Dynamic Edition



Print Examples

nzherald.co.nz | The New Zealand Herald | Monday, November 4, 2013

nzherald.co.nz | The New Zealand Herald | Monday, November 4, 2013

A24 | Information

The New Zealand Herald | Monday, November 4, 2013

The New Zealand Herald | Monday, November 4, 2013

News A1-9 | World A20-26 | Opinion A26-29 | Classified A30-41 | Entertainment A32-43 | A25



WIN

Be in to **WIN** a **Mercedes-Benz C-Class**

PLUS 150 other prizes

Today's keyword gives you the chance to win 1 of 10 Sony Xperia Z1 Smart Phones and another chance to win the Mercedes-Benz C-Class Dynamic Edition worth \$71900new

Enter online at nzherald.co.nz/Mercedes or text today's keyword followed by your full name to 5853

Competition runs from 2 - 17 November 2013.

COROMANDEL

150 other prizes to be given away

Kerry still positive as

Draft agreement allowing Tehran's heavy water reactor key sticking point for French

Israel fears new deal will

take economic, political pinch off Iran



Rome hopes for some heritage handouts

Kerry still positive as

Draft agreement allowing Tehran's heavy water reactor key sticking point for French

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Full Page Compact

Double Page L-Shape Creative Shape
Pointer Ad

Business **26** RT

Text entries – standard network charges apply. Winner will be drawn on or before 29 November 2013. For full terms and conditions go to nzherald.co.nz/Mercedes

A2 76 arxiv.org

Figure 1. The effect of the number of trials on the number of correct responses. The number of correct responses was significantly higher than the number of incorrect responses in all cases.

In Paper Examples

Wednesday, November 6, 2013



Be in to WIN a Mercedes-Benz C-Class See section A for details

All right, you can have it then

We love this \$71,900 beauty — but one of our readers will own it

Mark Gunning

It's the car everyone wants. It's the car everyone has. It's the car everyone is talking about. It's the car everyone is driving. It's the car everyone is buying. It's the car everyone is selling. It's the car everyone is leasing. It's the car everyone is financing. It's the car everyone is renting. It's the car everyone is borrowing. It's the car everyone is stealing. It's the car everyone is losing. It's the car everyone is finding. It's the car everyone is recovering. It's the car everyone is returning. It's the car everyone is giving back. It's the car everyone is donating. It's the car everyone is selling for charity. It's the car everyone is giving away. It's the car everyone is throwing away. It's the car everyone is burning. It's the car everyone is crushing. It's the car everyone is melting. It's the car everyone is evaporating. It's the car everyone is disappearing. It's the car everyone is vanishing. It's the car everyone is fading. It's the car everyone is fading away. It's the car everyone is fading out. It's the car everyone is fading into the background. It's the car everyone is fading into the night. It's the car everyone is fading into the sun. It's the car everyone is fading into the rain. It's the car everyone is fading into the snow. It's the car everyone is fading into the wind. It's the car everyone is fading into the clouds. It's the car everyone is fading into the sky. It's the car everyone is fading into the earth. It's the car everyone is fading into the universe. It's the car everyone is fading into the void. It's the car everyone is fading into the nothingness. It's the car everyone is fading into the oblivion. It's the car everyone is fading into the annihilation. It's the car everyone is fading into the extinction. It's the car everyone is fading into the oblivion. It's the car everyone is fading into the annihilation. It's the car everyone is fading into the extinction.





On top of the list of the best cars in the world, the Mercedes-Benz C-Class is a car that everyone wants. It's a car that everyone has. It's a car that everyone is talking about. It's a car that everyone is driving. It's a car that everyone is buying. It's a car that everyone is selling. It's a car that everyone is leasing. It's a car that everyone is financing. It's a car that everyone is renting. It's a car that everyone is borrowing. It's a car that everyone is stealing. It's a car that everyone is losing. It's a car that everyone is finding. It's a car that everyone is recovering. It's a car that everyone is returning. It's a car that everyone is giving back. It's a car that everyone is donating. It's a car that everyone is selling for charity. It's a car that everyone is giving away. It's a car that everyone is throwing away. It's a car that everyone is burning. It's a car that everyone is crushing. It's a car that everyone is melting. It's a car that everyone is evaporating. It's a car that everyone is disappearing. It's a car that everyone is vanishing. It's a car that everyone is fading. It's a car that everyone is fading away. It's a car that everyone is fading out. It's a car that everyone is fading into the background. It's a car that everyone is fading into the night. It's a car that everyone is fading into the sun. It's a car that everyone is fading into the rain. It's a car that everyone is fading into the snow. It's a car that everyone is fading into the wind. It's a car that everyone is fading into the clouds. It's a car that everyone is fading into the sky. It's a car that everyone is fading into the earth. It's a car that everyone is fading into the universe. It's a car that everyone is fading into the void. It's a car that everyone is fading into the nothingness. It's a car that everyone is fading into the oblivion. It's a car that everyone is fading into the annihilation. It's a car that everyone is fading into the extinction.

¼ Page Creative Shape
Pointer Ad in Driven
Plus full page editorial

Newspaper of the Year | Canon Media Awards 2013

WIN a \$71,900 Mercedes-Benz C-Class

+ 10 SONY SMARTPHONES TO WIN TODAY

Exclusive: Rose Noelle skipper speaks out

Survivor's plea over ghost yacht

He survived 119 days lost at sea in one of our most famous maritime cases. Now the Rose Noelle skipper, John Glennie, has joined families of the seven Nina crew in urging officials to resume looking for the missing yacht. The families believe a recent satellite image can only be of the Nina.

Mayor mistress' angst

As Mayor Les Brown's life now revolves around his wife, the question of his mistress's whereabouts is a topic that is not often discussed. But it is a topic that is being discussed in the media.

Mt Cook fatal plunge

An extreme sports enthusiast who plunged 600m to his death from the top of Mt Cook has not yet been identified. The man, who was 35, was on a solo climb of the mountain when he fell.

Live it Up this summer!

100 PRIZES OF \$25,000 UP FOR GRABS! Don't miss out - grab your Triple Dip today! Play in-store or online at nylotto.co.nz

Goody Boxes

Be in to WIN a Mercedes-Benz C-Class

Weekend Herald

November 2, 2013

Queen holds NZ back: ex-diplomat

Queen Elizabeth II's decision to hold a state visit to New Zealand has been criticized by some ex-diplomats. They argue that the visit is a waste of money and that the Queen should focus on her duties as a monarch.

Queen's visit to NZ

The Queen's visit to New Zealand is expected to be a major event. It will be the first time the Queen has visited New Zealand since 1977. The visit is expected to last for two weeks.

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Point of Purchase Examples



NZH Stand with Rack
and Stand Card



Street Seller / Retail Cage Posters



Wraps



WIN

Be in to

Mercedes-Benz C-Class

CELEBRATING 150 YEARS

Competition runs from 2 - 17 November 2013.

Collect keywords daily inside the Herald and enter online at nzherald.co.nz/Mercedes

Every daily keyword you collect is another chance to win the Mercedes-Benz C-Class Dynamic Edition worth \$71,900 RRP. Plus

150 other prizes to be given away

The New Zealand Herald  Mercedes-Benz



WIN

Be in to

Mercedes-Benz C-Class

PLUS: 150 other prizes to be given away

 Saturday, 2 November 10 x iPad Minis	 Sunday, 3 November 10 x \$100 Air NZ Holidays Gift Cards	 Monday, 4 November 10 x Sony Xperia TI smart phones	 Tuesday, 5 November 10 x Hoyts LA Premiere Gift Vouchers	 Wednesday, 6 November 10 x Citta Design Summer Packs	 Thursday, 7 November 10 x Bose Series 8 Sound Docks	 Friday, 8 November 10 x Bibb Runga Feather Pendants	 Saturday, 9 November 10 x Coast Bean Bags
 Sunday, 10 November 10 x Bose AC21 Headphones	 Monday, 11 November 10 x Canon EOS M Camera	 Tuesday, 12 November 10 x Karen Walker Necklaces	 Wednesday, 13 November 10 x Green with Envy Gift Vouchers	 Thursday, 14 November 10 x Dick Frizell Prints	 Friday, 15 November 10 x Sony Playstation 3s	 Saturday, 16 November 10 x DeLonghi Nespresso Coffee Machines	

Competition runs from 2 - 17 November 2013.

Collect keywords daily inside the Herald and enter online at nzherald.co.nz/Mercedes

AIR NEW ZEALAND Holidays **Canon**   Mercedes-Benz

The New Zealand Herald Winner will be drawn on or before 29 November 2013. For full terms and conditions go to nzherald.co.nz/Mercedes

Magazines



The New Zealand Herald
CELEBRATING
150
YEARS
— NZ —

Be in to **WIN** a
**Mercedes-Benz
C-Class**

Collect keywords daily inside
the Herald and enter online at
nzherald.co.nz/Mercedes

Competition runs from 2 – 17 November 2013.

Every daily keyword
you collect is another
chance to win the
Mercedes-Benz C-Class
Dynamic Edition
worth \$71,900
Plus
150 other prizes
to be given away

 The New Zealand Herald  Mercedes-Benz

Winner will be drawn on 29 November 2013. For full terms and conditions go to nzherald.co.nz/Mercedes

- New Zealand Woman's Weekly
- The Listener
- That's Life
- New Idea

Website Example

Having problems? Contact us on enquiries@nzherald.co.nz

The New Zealand Herald

WIN a Mercedes-Benz C-Class

Be in to

Every daily keyword you collect is another chance to win
CLICK HERE TO ENTER

PLUS: 150 daily prizes - 10 to give away every day

 Citra Design Summer Pack
Wednesday, 6 November

 Bose Series II Sound Dock
Thursday, 7 November

 Bibi Rungu Feather Pendant
Friday, 8 November

 Coast Beach Bag
Saturday, 9 November

 Bose AC3 Headphones
Sunday, 10 November

Collect the keywords located inside the Herald each day plus find bonus keywords at nzherald.co.nz, on radio and social media between November 2 and 17, 2013 to go in the draw to win. Enter your details below and follow the steps to register and enter your keywords.

Once you have registered, when you re-visit this website and enter your email address you will go straight to your keyword list.

STEP 1: Enter and confirm your email address below

Email address *
 Confirm email address *

NEXT

* Denotes mandatory fields

 Mercedes-Benz

[Click here for full competition Terms & Conditions](#)
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Having problems? Contact us on enquiries@nzherald.co.nz

The New Zealand Herald

WIN a Mercedes-Benz C-Class

Be in to

Every daily keyword you collect is another chance to win the Mercedes-Benz C-Class Dynamic Edition worth \$71,900
150 other prizes
to be given away

STEP 4: Enter your keywords

As you collect your keywords enter them into the field below. You may enter the keywords in any order, at any time before 11.59pm on Wednesday, November 20, 2013 for the Mercedes-Benz grand prize draw. Each separate keyword gives you an entry into the competition.


 Every keyword you enter today is counted as an entry into the grand prize draw for the Mercedes-Benz, plus an entry into today's prize draw for a \$100,000.

Your keywords:

- MONKEYPACH
- DOGGER
- SLOTHCOUNT
- BACCHIEW

NEXT

* Denotes mandatory fields

 Mercedes-Benz

[Click here for full competition Terms & Conditions](#)
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Online Examples

The screenshot shows the NZ Herald website homepage. At the top, there's a banner for a competition: "Be in to WIN a Mercedes-Benz C-Class" with "150 other prizes to be given away". Below the banner, the website header includes the NZ Herald logo, navigation links (National, World, Business, Sport, Technology, Entertainment, Life & Style, Travel, Opinion, Motoring, Video), and a search bar. The main content area features a large article titled "IPCA asked to investigate" with a photo of a police officer. To the right, there's a "Most Popular" section with a list of articles. The bottom of the page has a "Daily Banner Ad" section.

NZHerald Homepage Takeover

This screenshot shows a different view of the NZ Herald website, likely a mobile or tablet version. It features a large banner for a competition: "Be in to WIN a Mercedes-Benz C-Class" with "150 other prizes to be given away". Below the banner, the website header includes the NZ Herald logo, navigation links (National, World, Business, Sport, Technology, Entertainment, Life & Style, Travel, Opinion, Motoring, Video), and a search bar. The main content area features a large article titled "IPCA asked to investigate" with a photo of a police officer. To the right, there's a "Most Popular" section with a list of articles. The bottom of the page has a "Daily Banner Ad" section.

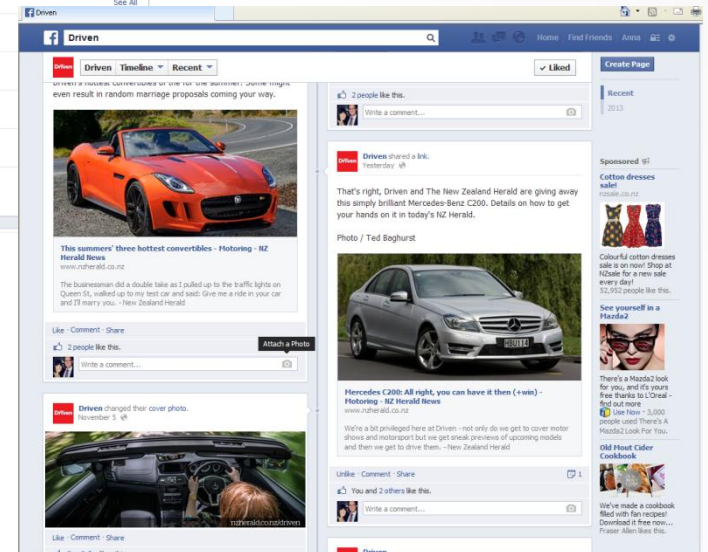
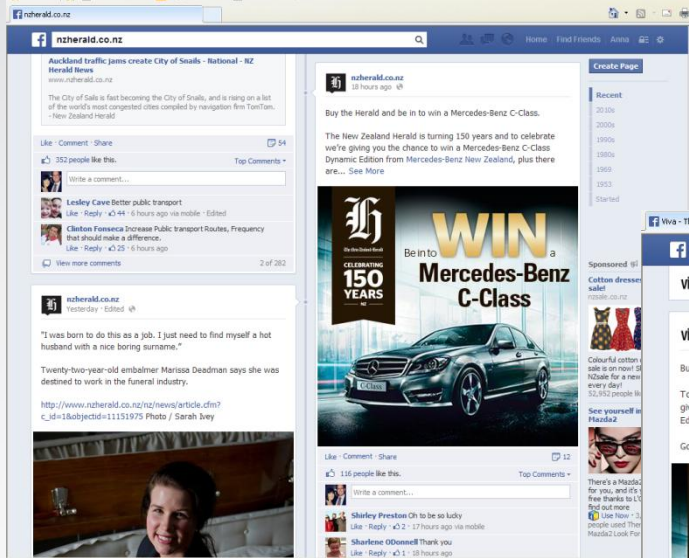
Daily Banner Ad

iPad Game



iPad Ap Ad

Social Media



E-Newsletters



Hi << Test First Name >>.

The New Zealand Herald is turning 150 years and to celebrate we're giving you the chance to win a Mercedes-Benz C-Class plus there are 150 additional prizes to give away.

To be in the draw, collect your daily keywords printed inside the Herald from tomorrow, Saturday, November 2 until Sunday, November 17, 2013 and [enter here](#). Additional daily keywords can also be found on the NZ Herald website so keep an eye out for the promotional ads running across the site.

To celebrate the launch of this exciting promotion, here's a BONUS keyword to get you started: **BEACH**

[Enter now](#)



Buy the Herald and be in to win a Mercedes-Benz C-Class

The New Zealand Herald is turning 150 years old and to celebrate we're giving you the chance to win a Mercedes-Benz C-Class Dynamic Edition, plus there are 150 additional prizes to give away.

To be in the draw, collect your daily keywords printed inside the Herald from tomorrow, Saturday, November 2 until Sunday, November 17, 2013 and go online to enter. Additional daily keywords can also be found within the NZ Herald website, just keep an eye out for the promotional ads running across the site.

To celebrate the launch of this exciting promotion, we thought we would start you off with a BONUS keyword: **HOKEY POKEY**

[Enter now](#)

[Back to Top](#)

National Deals

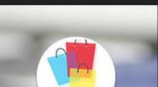
 18-Night LA to Auckland Cruise \$2,879 View	 Online Mr Vintage Clothing Voucher \$25 View	 Wellington Escape for Two \$99 View
 Two-Night Raglan Escape for Two \$199 View		



Be in to **WIN** a Mercedes-Benz C-Class

ENTER YOUR BONUS KEYWORD **BUZZY BEE**

Special Events





The New Zealand Herald

Radio

Script – Day 1 Example:

The first edition of the New Zealand Herald rolled off the press a-hundred-and-50 years ago!

Join in our One Hundred and 50th Birthday Celebrations and be in to WIN a Mercedes-Benz C-Class Dynamic Edition - plus 150 other prizes up for grabs.

*Enter today's keyword **EVEREST** at n-zed herald.co.nz forward slash Mercedes and you're in the grand prize draw PLUS you'll be in TODAYS draw for one of **10 i-PAD MINIS**.*

See today's Weekend Herald or online for details



See attached file

Time Saver Traffic

15 word outro:

See today's Herald to be in to WIN a Mercedes Benz C-Class! Conditions apply.

TV

See attached file



The New Zealand Herald

Editorial Coverage

The Mercedes-Benz C-Class was won by Peter Bellamy from Matamata
150 other winners received one of the daily prizes

Winners dash home in new Merc for milking

Liz Dobson
APN assistant motoring editor

It was fitting that Waikato dairy farmers Chris and Peter Bellamy won the Mercedes-Benz C-Class luxury car that was the big prize during the *Herald's* 150th celebrations.

The couple have been *Herald* readers for 34 years – since they married and moved to their family farm at Te Poi, near Matamata.

And Peter's parents had subscribed to the paper for many years before that.

Chris entered the competition via the newspaper to win the \$71,900 C200 Dynamic Edition model as the "car was a great prize" but after disappointment that she hadn't won a daily prize, she was surprised when she received a call from the *Herald* a few days after the competition closed.

"I had entered the competition as Mrs Peter Bellamy, I'm old-fashioned like that, but the person from the *Herald* wanted to talk to Peter as it was his name on the entry," said Chris.

When Peter came home on the tractor late that afternoon he rang and was told the news that for the first time in decades they were the owners of a new car.



"I giggled, and giggled, and giggled," said Peter.

"I was supposed to go back on the farm and spread fertiliser but I was so happy that I couldn't."

Peter will continue using the tractor as his main mode of transport, and Chris will be driving the Mercedes.

"We've mainly had Japanese cars,

and we've kept them for years putting 200,000 to 300,000km on them.

"We have more value in farm machinery than cars," said Peter, who runs a herd of 800 cows.

The Bellamys picked up the C200 yesterday from Hamilton, where Mercedes-Benz NZ's general manager

We've mainly had Japanese cars, and we've kept them for years putting 200 to 300,000km on them.

Peter Bellamy,
Herald car winner

Ben Giffin presented them with the keys.

"The C200 Dynamic Edition will provide Peter and Chris many years of Mercedes-Benz motoring pleasure at its very best," said Mr Giffin.

After receiving a quick run-through on how to drive the European sedan, the Bellamys had to leave Hamilton in their prize so Peter could get home in time for the afternoon milking.

Peter and Chris Bellamy with their prize.
Picture/
Natalie Slade