CELEBRATING
150
YEARS
NZ

CREATIVE EXAMPLES:

Win a Mercedes-Benz C-Class Dynamic Edition

Print Examples

Full Page Compact

Double Page L-Shape Creative Shape Pointer Ad

The New Zealand Herald

Print Examples

Half Page Broadsheet Weekend Herald

Lower Banner Broadsheet Creative Shape Pointer Ad – Weekend Herald

¼ Page Horizontal Compact

In Paper Examples

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

Goody Boxes

Point of Purchase Examples

NZH Stand with Rack and Stand Card

Street Seller / Retail Cage Posters

Wraps

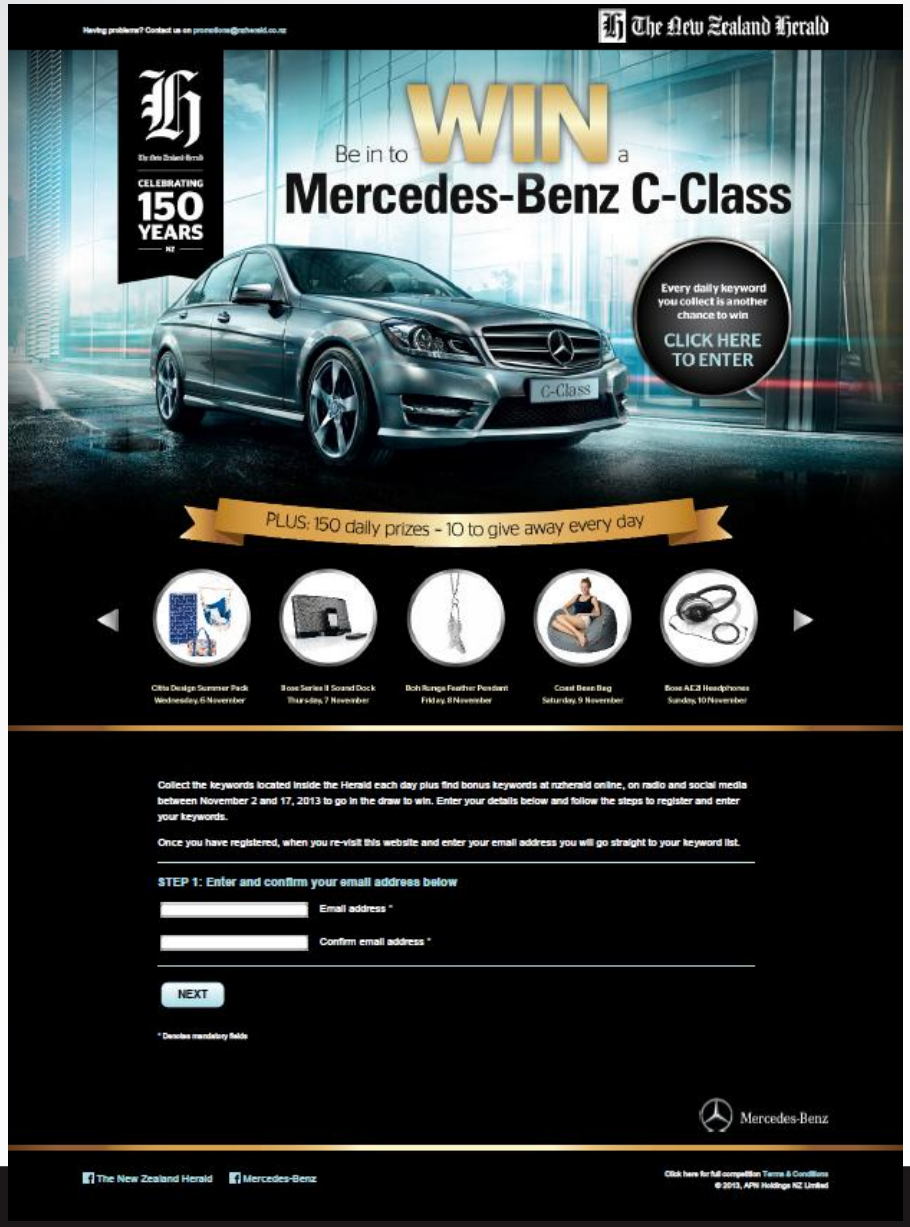

Be in to
WIN
a
Mercedes-Benz
C-Class
The New Zealand Herald
CELEBRATING
150
YEARS
NZ
Competition runs from
2 - 17 November 2013.
Collect keywords daily inside the Herald and
enter online at nzherald.co.nz/Mercedes
Every daily keyword
you collect is another
chance to win the
Mercedes-Benz C-Class
Dynamic Edition
worth $71,900 RRP
Plus
150 other prizes
to be given away
The New Zealand Herald
Mercedes-Benz


Be in to
WIN
a
Mercedes-Benz C-Class
PLUS: 150 other prizes to be given away
Saturday, 2 November
10 x iPad Minis
Sunday, 3 November
10 x $300 Air NZ Holidays
Gift Cards
Monday, 4 November
10 x Sony Xperia Z1
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 II
Sound Docks
Friday, 8 November
10 x Bob Runga
Feather Pendants
Saturday, 9 November
10 x Coast Bean Bags
Sunday, 10 November
10 x Bose AE2i Headphones
Monday, 11 November
10 x Canon EOS M Cameras
Tuesday, 12 November
10 x Karen Walker
Necklaces
Wednesday, 13 November
10 x Green with Envy
Gift Vouchers
Thursday, 14 November
10 x Dick Frizzell 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
telecom
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
Mercedes-Benz

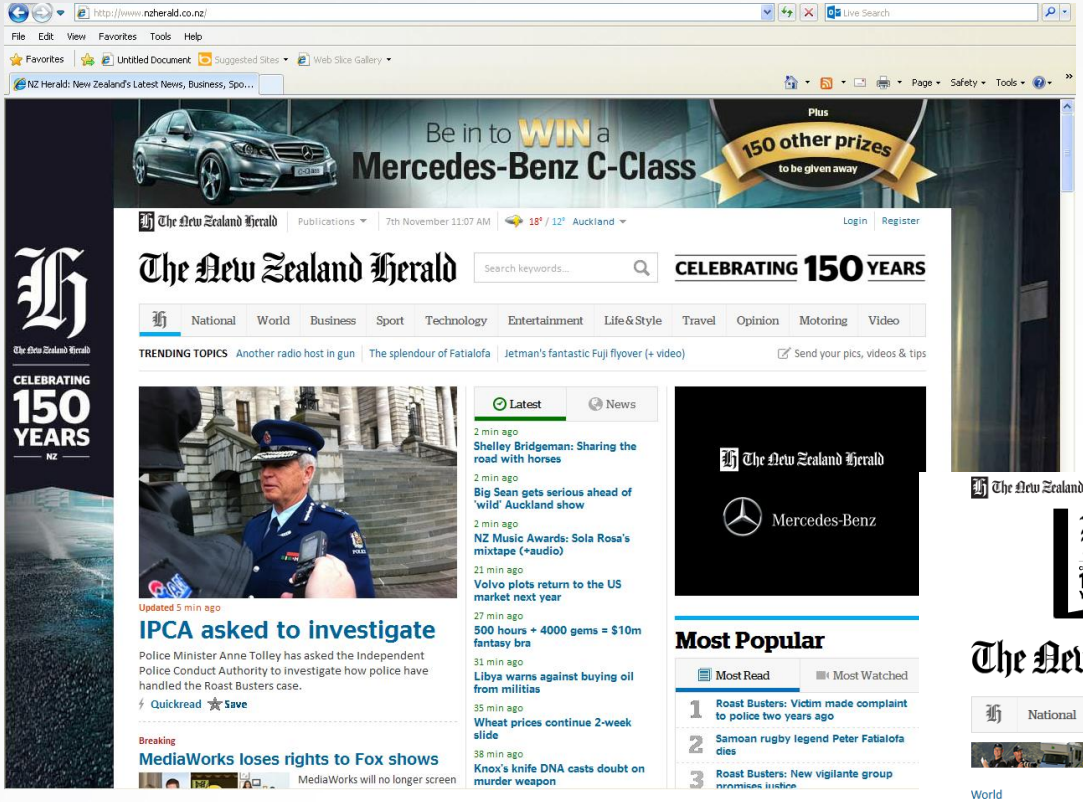
Magazines

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

Website Example



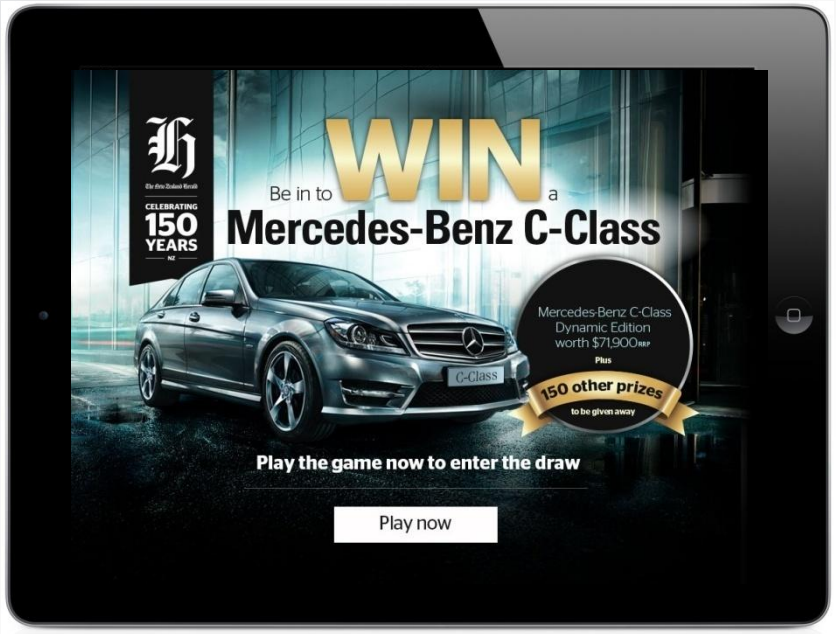
Online Examples



NZHerald Homepage Takeover

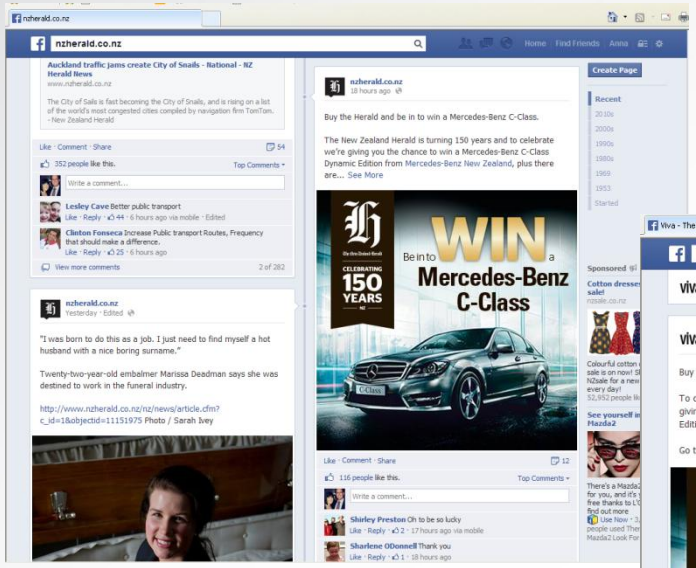
Daily Banner Ad

iPad Game



iPad Ap Ad

Social Media



E-Newsletters

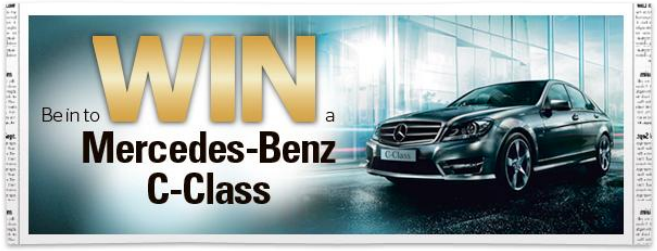
Hi << Test First Name >>,

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

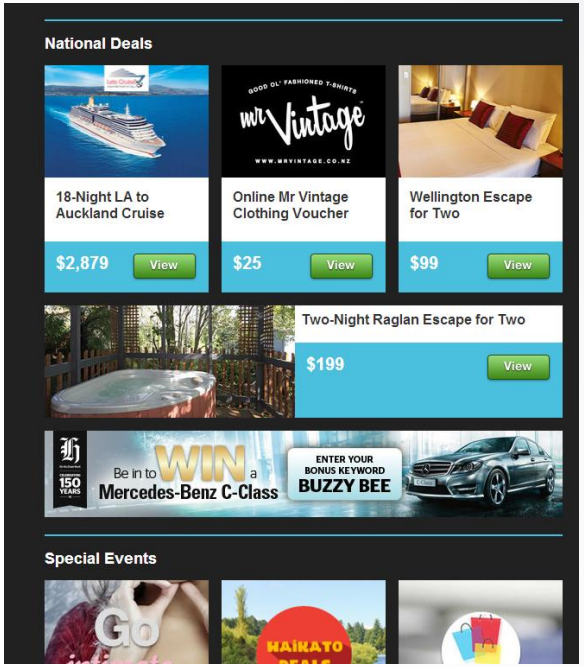
The New Zealand Herald is turning 150 years old and to celebrate we're giving you the chance to win a Mercedes-Benz C-Class Dynamic Edition, plus there are 150 additional prizes to give away .

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



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.nzed 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

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.

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

"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 Ben Giffin presented them with the keys.

> 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

"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.