



## VIRAL

<Click an image to watch>

Client: BIANZ (Baking Industry Association of NZ)

Product: The New Zealand Bakery of the Year competition

Title: The Gingerbread Haka

Link: <http://www.youtube.com/watch?v=oulQwIP9VQQ>

Task: Reinvigorate the Bakery of the Year competition with a compelling challenge to both bakeries (to enter) and bakery customers (to vote).

### Awards:

John Caples International Awards - Gold, Silver

DMA Echo Awards - Gold

NZ Effie Awards - Gold

Asia Pacific Ad Festival - Silver

NZ Marketing Association RSVP Awards - Silver, Finalist x2

AWARD -Bronze

The Webby Awards - Official Honouree

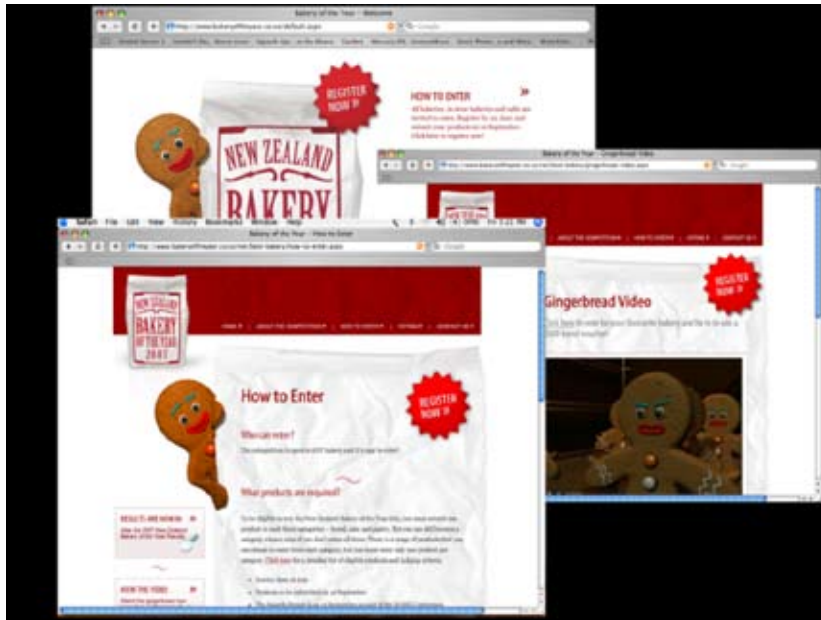
YoungGuns International Awards - Finalist

Cannes Direct Lions - Shortlist

Axis Awards - Finalist



DIRECT MARKETING - REGISTRATION PACK



WEBSITE: [www.bakeryoftheyear.co.nz](http://www.bakeryoftheyear.co.nz)

**We want you!**

We wanted to let you know that the deadline to enter the Bakery of the Year challenge has been extended until July 16, so it's not too late to register your bakery.

Don't worry, public voting has already begun, so click on the button above and fill in your registration details now.

Then get baking and keep an eye on the online voting tally at [www.bakeryoftheyear.co.nz](http://www.bakeryoftheyear.co.nz)

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**Have you taken up the challenge yet?**

If you have not yet taken up the challenge to enter the New Zealand Bakery of the Year challenge, you should have received an invitation to take up the New Zealand Bakery of the Year challenge.

If you have not entered yet, simply complete a [registration form](#) online now. Entries close on 29 June.

You'll be surprised at how fierce the competition is getting - so see for yourself click on the button below and watch the video.

[VIEW THE VIDEO >>](#)

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EMAIL REMINDERS



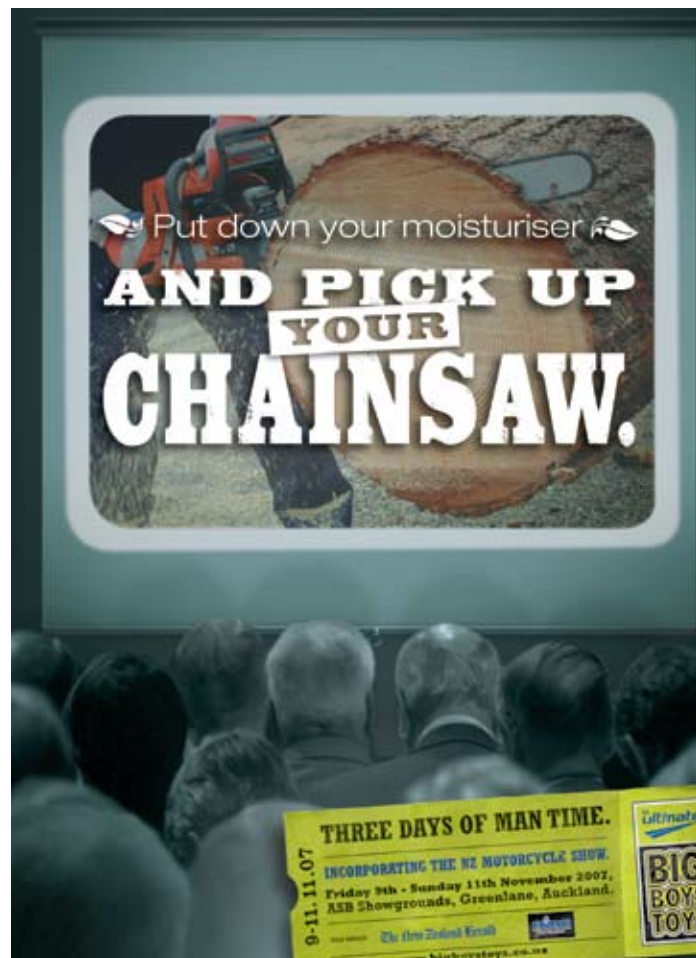
DM/CALL FOR ENTRIES

Client: Candida

Product: Art of the Envelope Awards 2010

Title: Sexing up the envelope

Description: Create a DM call-to-entry worthy of representing the Art of the Envelope awards.



PRINT  
Client: DMG Media  
Product: Big Boys Toys  
Title: Man time



**TELEVISION**

Client: DMG Media

Product: Big Boys Toys

Title: Man time

Task: Get men to reclaim their manliness at the Big Boys Toys event.

VIRAL: [www.bigboystoys.co.nz/training/](http://www.bigboystoys.co.nz/training/) or click an image

# Here's a map of this year's event, which you won't use.

**THREE DAYS OF MAN TIME.**  
 INCORPORATING THE NZ MOTORCYCLE SHOW.  
 Friday 9th - Sunday 11th November 2007,  
 A&B Showgrounds, Greenlane, Auckland.

9-11.11.07

Buy tickets online and save 20%!  
 Visit [www.bigboystoys.co.nz](http://www.bigboystoys.co.nz)

Friday 9th November 10am-9pm Saturday 10th November 9am-9pm Sunday 11th November 9am-6pm

## EVERYBODY'S MORE MANLY IN LEATHER

Get into a man that's a man's life. The leather jacket is the most iconic piece of men's fashion. It's not just a piece of clothing, it's a statement. It's a symbol of rebellion, of freedom, of adventure. It's a piece of leather that has been worn by some of the most iconic figures in history. It's a piece of leather that has been worn by some of the most iconic figures in history.

Prepare for the main motorcycle event of the weekend with the biggest show of bikes in the world. Suzuki will be exhibiting its 2008 600cc, 1000cc and 1500cc models with a brand new 1500cc engine featuring advanced 120° V-twin fuel injection. Honda will be exhibiting its 2008 600cc, 1000cc and 1500cc models with a brand new 1500cc engine featuring advanced 120° V-twin fuel injection. Yamaha will be exhibiting its 2008 600cc, 1000cc and 1500cc models with a brand new 1500cc engine featuring advanced 120° V-twin fuel injection.

Look for Suzuki and be in to see the Suzuki Boulevard C100T. Visit [www.bigboystoys.co.nz](http://www.bigboystoys.co.nz) for more details.

## MAN TIME STOPS HERE

Lower your man to get lost in the technology of HP's Big Boys Toys and head to the HP Pavilion for some world-class computing. The HP Pavilion is the perfect place to get your man's hands on the latest in HP's computing technology. The HP Pavilion is the perfect place to get your man's hands on the latest in HP's computing technology.

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A detailed floor plan of the event venue, showing various exhibition areas, stages, and service points. The plan is color-coded to help attendees navigate the event space. Key areas include the main exhibition hall, a stage area, and various service points like restrooms and information desks.

## GOOD WITH YOUR HANDS?

Get your hands on the latest gear in the world of gaming. From the latest in PC gaming to the latest in console gaming, we have it all. We have the latest in PC gaming, the latest in console gaming, and the latest in mobile gaming. We have the latest in PC gaming, the latest in console gaming, and the latest in mobile gaming.

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## BIG RODS AND MANLY BOATS

Get your hands on the latest in big rods and manly boats. From the latest in big rods to the latest in manly boats, we have it all. We have the latest in big rods, the latest in manly boats, and the latest in outdoor gear. We have the latest in big rods, the latest in manly boats, and the latest in outdoor gear.

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## TAKE MAN TIME OUTSIDE

Get your hands on the latest in outdoor gear. From the latest in hiking gear to the latest in camping gear, we have it all. We have the latest in hiking gear, the latest in camping gear, and the latest in outdoor gear. We have the latest in hiking gear, the latest in camping gear, and the latest in outdoor gear.

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BROCHURE  
 Client: DMG Media  
 Product: Big Boys Toys  
 Title: Man time



**BILLBOARD STUNT**

**Client:** Old Fashioned Foods

**Product:** Vita Quench

**Title:** Water loves Vita Quench

**Description:** Launch Vita Quench, a new powdered beverage that you add to your water for a splash of flavour and a boost of vitamins.

**Award:** AdMedia 'Ad of the Month', February 2008



**PRINT**

**OTHER:** Radio, Website

If your throat feels like this...

EXCLUSIVE CARDHOLDER OFFER

Permit No. 100102 New Zealand Permit  
onecard

HOW TO SOOTHE A SORE THROAT.

Hold like this and flip over...

Mr Alan Sample  
123 Sample Street  
Sample Suburb  
Sample City 1234

EXCLUSIVE CARDHOLDER OFFER

25 May 2006

onecard

...it's time for a SOOTHERS

Dear Alan

Foodtown, Woolworths OneCard and F&amp;F invite you to try NEW SOOTHERS, with a Liquid Centre that soothes and coats throats. They contain eucalyptus, menthol and vitamin C, and come in tasty Orange & Mango or Lemon & Lime flavours.

As a OneCard customer we would like to offer you either \$1.00 or 50 cents off your next SOOTHERS purchase - simply present the coupon below with your OneCard at the checkout. SOOTHERS can be found in the health and beauty aisle at all leading supermarkets.

Plus, if you'd like to go into the draw to win \$5,000 simply visit [www.onecard.co.nz/survey](http://www.onecard.co.nz/survey) and complete the Nestlé Lifestyle Survey before Friday 1st December 2006.

Kind regards,

*Bridget Lambert*

Product General  
Marketing, Pharmaceuticals Division



**\$1.00 OFF**

YOUR NEXT SOOTHERS LIQUID CENTRES  
\$1.00 purchase. Valid until 30 July 2006.

**50¢ OFF**

YOUR NEXT SOOTHERS LIQUID CENTRES  
50¢ purchase. Valid until 30 July 2006.

## DIRECT MARKETING

Client: Nestlé

Title: Soothers sandpaper sound

Description: This piece used sandpaper on two parts of the mailer to demonstrate a sore throat once you pulled out the inside sheet.



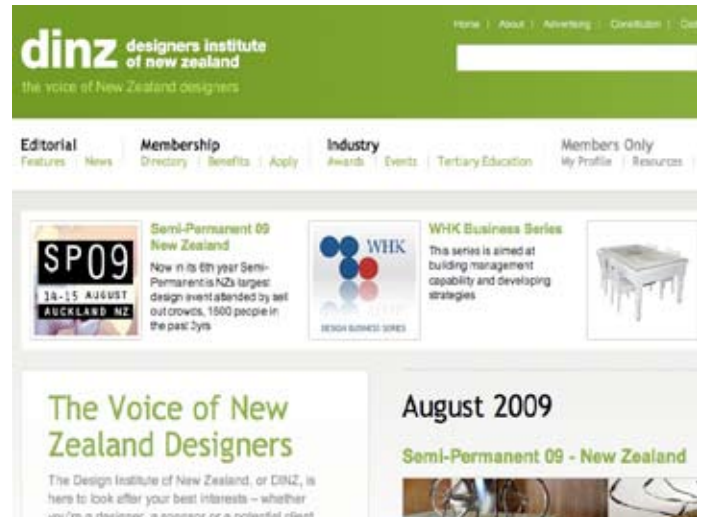
## Recent websites



### Telecom XT Mobile Network

[www.telecom.co.nz](http://www.telecom.co.nz)

Web copy and optimisation, matching tone and style with four senior Pond digital writers.



### Designer's Institute of NZ (dinz)

[www.dinz.org.nz](http://www.dinz.org.nz)

Creating a tone of voice to meet the new brand position. Copy also had to suit the new interactive objective of the site.



## WITH POWERSHOP YOU HAVE THE POWER

Powershop is a revolution in the way you buy power. We're the world's first online energy store, a retail outlet where electricity suppliers compete for your custom. This brings you a whole new level of choice and control over the way you

### Powershop (Meridian Energy)

[www.powershop.co.nz](http://www.powershop.co.nz)

Brought in at the final stages before launch, to review tone and consistency on a tight deadline. Also wrote supporting elements such as FAQs, emails and more.



### Latest Publications

Consectetur adipiscing elit  
lorem ipsum dolor sit amet.  
[view publication](#)

Nisi sed dolor bibendum sit  
amet tempus ligula ultric.  
[view publication](#)

### Latest Decisions

Lorem ipsum dolor sit amet,

### Our Vision

To promote and protect the rights of consumers who use health and disability services and to help resolve problems between them.

### Health and Disability Commissioner

[www.hdc.org.nz](http://www.hdc.org.nz)

Transform a copy heavy, complex site into benefit-driven, simple copy with clear navigation.



**hampsta Christmas programme**

[www.hampsta.co.nz](http://www.hampsta.co.nz)

Convey the benefits of hampsta in the most simple, stripped back way.



**Change Agent**

[www.changeagent.co.nz](http://www.changeagent.co.nz)

Launch Change Agent, a new online recruitment tool. Convey a complex service in simple terms.



**Media Design School**

[www.mediadesignschool.com](http://www.mediadesignschool.com)

Media Design School produces some of New Zealand's top creative talents, and they needed website content that reflected the fresh, cutting edge thinking that goes on inside their walls (but to keep the geek-speak to a minimum).



**Metalier Coatings**

[www.metalier.co.nz](http://www.metalier.co.nz)

Sometimes that old saying about a picture and a thousand words holds true. The copy should be just there to guide viewers through the experience.