



INTERNAL ANNOUNCEMENT

Congratulations to our 2012 Creative Excellence Awards winners

April 19, 2012

NewsLifeMedia's senior promotions art director designer, Lee Connor won the major prize at the 4th Annual News Limited Creative Excellence Awards yesterday.

The awards were presented at an awards dinner held last night in Sydney.

Lee won the 2012 Creative of the Year for her outstanding body of work and contribution to the business throughout 2011. Her prize is a trip to the 2012 Cannes Lions International Festival of Creativity.

On selecting Lee, chief executive of News Limited Kim Williams commented, "I was greatly impressed by Lee's obvious talent. Through the work Lee submitted you could see a clear understanding of the client's objectives which Lee translated into truly beautiful and effective concepts and executions."

"Lee also embraced new mediums with the groundbreaking work she has done across the iPad version of *donna hay* magazine," said Mr Williams.

Scott Wybrew from Nationwide News took out Best Newspaper Execution for Eurosport while Georgia Dixon from NewsLifeMedia took out two awards for Best Magazine Execution for Chivas Better Man and Innovation Excellence in Magazines for Belvedere.

The award for Best Multi-platform execution was won by Anna Bandini, Nathan Lister and Grant Gatehouse from *The Gold Coast Bulletin* for their group entry for Bikini Parade.

Dat Doan from News Australia Sales was recognised as the 2012 Rising Star for his digital design achievements and his overall contribution to the business.

The judges praised the finalists' work, agreeing that the winning entries demonstrated creative diversity and a genuine passion for excellence.

The awards ceremony followed a Creative Excellence Masterclass for all award finalists and senior representatives from the nominated creative divisions. Tony Kendall, News Limited director of sales opened the Masterclass.

Guest speakers included Bruce Whatley, celebrated children's book author and illustrator, Phil Hillyard, photographer from *The Daily Telegraph*, Paul Swann, Managing Partner at Naked Communications and Christiaan Van Vuuren, writer, director and co-creator of the Bondi Hipsters comedy duo.

...cont over/

News Limited

News Limited director of sales Tony Kendall was delighted that the national finalists could come together for the annual Creative Excellence Masterclass and saw it as an opportunity to recognise and reward some of the company's most talented staff.

This year the quality of the finalists' work reflects the passion and skill of our advertising and marketing creative teams," said Mr Kendall.

"When the market is as tough as it has been recently it is important that our sales teams can give our customers reasons to spend. One of the best ways to do that is through great creative ideas and in that we are very fortunate to have our talented creative staff supporting our sales efforts."

The 2012 Creative Excellence Awards attracted a record number of entries with close to 600 submissions across 12 categories received.

The entries were judged by a panel of Australian advertising creatives.

Winners received prizes of gift vouchers from Harvey Norman, which is also an official sponsor of the awards.

You can find out more about the 2012 Creative Excellence Awards [here](#)

The winning entries can be viewed by clicking on the following links -

Best Newspaper Execution – Community Regional

Amanda Bonso, Leader Newspapers

[Clive Peeters](#)

Best Newspaper Execution – Metropolitan

Scott Wybrew, Nationwide News

[Eurosport](#)

Best Magazine Execution

Georgia Dixon, NewsLifeMedia

[Chivas Better Man](#)

Best Online Execution

Andrew Bischoff, Advertiser Newspapers

[Rundle Mall](#)

Best Multi-Platform Execution

Anna Bandini, Nathan Lister and Grant Gatehouse, *The Gold Coast Bulletin*

[Bikini Parade](#)

...cont over/

News Limited

Innovation Excellence – Newspapers

Paul Snow, News Australia Sales
[The Natural Confectionery Co.](#)

Innovation Excellence– Magazines

Georgia Dixon, NewsLifeMedia
[Belvedere](#)

Innovation Excellence Digital

Craig Stanford and Dat Doan, News Australia Sales
[AMP Superannuation](#)

Best Trade Marketing Execution

Jon Hollamby, Nationwide News
[CBDNA Research](#)

Best Consumer Marketing Execution

Tony Wasley, *Geelong Advertiser*
[MagnaCats](#)

Rising Star

Dat Doan, News Australia Sales

2012 Creative Of The Year

Lee Connor, NewsLifeMedia

Released by News Limited Corporate Affairs
For further details contact:

Stephen Browning, Director of Communications
T: 02 9288 7850 M: 0432 961 773E: stephen.browning@news.com.au