

Media Release
Friday 27 July 2007
For Immediate Release

Ministry of Health wins at Marketing Magazine Awards

The Ministry of Health won the Not-For-Profit Marketing Award for its national depression initiative campaign at the 16th NZ Marketing Magazine Marketing Awards held at the Langham hotel on Thursday 26 July.

The national depression initiative aims to reduce the negative impact of depression on the lives of New Zealanders by providing information and encouraging people to seek help if they are depressed.

The initiative comprised a mass media advertising campaign, fronted by John Kirwan, created by ad agency DraftFCB. A depression helpline, website, and new primary mental health support services are being funded to support the campaign and a committed PR programme was used to leverage all PR opportunities resulting from the involvement of John Kirwan.

The judges were impressed by the way the initiative took a hidden issue and succeeded in changing attitudes.

Candace Bagnall, a senior analyst responsible for the campaign from the Ministry of Health, acknowledged John Kirwan and his family, and the many other individuals and organisations who made the campaign such a success.

The campaign is succeeding in improving the lives of New Zealanders and reducing the social and economic burden created by depression.

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For further information please go to www.draftfcb.co.nz or contact:
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Notes to Editors:

About DraftFCB

DraftFCB New Zealand is one of the country's top full service marketing communications agencies, and forms part of the DraftFCB Worldwide network. With offices on Auckland and Wellington, the agency is committed to delivering behaviour-changing ideas to its extensive list of clients in the retail, government, media and FMCG sectors. DraftFCB is a subsidiary of the Interpublic Group of Companies, a US public listed company that also owns the Lowe Group and the Universal McCann Group.