



World TV Day is coming up on November 21st.

No doubt you have this marked on your calendars just like us. It goes without saying that we love TV and we know New Zealanders love it too. [They've been watching the heck out of it this year.](#)

We also know that great TV advertising is remembered for longer. [The Karen Nelson-Field study](#) discovered that TV ads are more likely to be remembered than other advertising – around 109 days to be precise. To bring this to life we asked the lovely guests on our Perspectives series about their favourite ads. While some of the work is recent, much of it is from ages ago, which just goes to show that great creative can pay back to your brand for decades.

WATCH THE FAVOURITE ADS ROUND UP



Tell us your favourite ad and you could win!

To celebrate great campaigns on World TV Day we want to hear your perspective. Let us know your favourite ad of all time and we'll pop you in the draw to win the ultimate binge-watching prize pack made up with goodies from some of our favourite local small businesses. Because let's be honest, we've been spending a lot of time within our bubbles watching our favourite shows lately.

Click on the link below to enter by midday on 21st November and we'll draw a lucky winner. Probably the day after if we get too carried away watching TV all day.

Good luck!

[Enter here](#)

Terms and conditions: You must be a subscriber to thinktv.co.nz newsletters and residing in New Zealand to take part. The promotion is not open to Broadcaster employees or employees of Research Suppliers. By entering you agree to your name being used for promotional purposes should you be the winner. Entries close 12pm World TV Day Sunday 21 November. All submitted entries will go into a draw and the winner will be chosen randomly on Monday 22 November. The winner will be notified by email following this draw.

[Click here](#) to update your preferences