

# BEEHIVE BABY

On 21st June 2018, New Zealand Prime Minister Jacinda Ardern became the first world leader in 30 years to give birth while in office. To mark the historic occasion and congratulate the proud new parents of Neve Te Aroha Ardern Gayford, Huggies and Ogilvy NZ created a topical newspaper ad. One featuring a classic ring stacking toy.....that just so happens to look like The Beehive. Otherwise known as New Zealand Parliament.

