



International Advertising Association  
WORLD SERVICE CENTER

275 Madison Avenue  
New York, NY 10016  
United States of America  
Tel: + 1 212 557-1133  
Fax: + 1 212 983-0455  
E-mail: [iaa@iaaglobal.org](mailto:iaa@iaaglobal.org)

## Press Release

# 4<sup>th</sup> IAA-Dentsu Global Student Poster Competition launched in support of the United Nations Conference on Sustainable Development

### International ad campaign to follow in support of Rio+20

New York, October 11<sup>th</sup>, 2011 - The International Advertising Association (IAA) announced today the launch of the 4<sup>th</sup> annual IAA-Dentsu Global Student Poster Competition, which builds on the "responsibility" thread of its mission. In recognition of the ongoing critical need to look at how we can generate more jobs and prosperity while protecting the environment, this year's theme is sustainable development. Earlier competitions have focused on climate change, biodiversity and sustainability.

The global student poster competition is being launched in support of the United Nations action on sustainable development in the lead up to Rio+20, the United Nations Conference on Sustainable Development, and is made possible by a donation from Dentsu Inc.

IAA's Chairman and World President Alan Rutherford stated, "As part of our ongoing commitment to the development of our industry, we are delighted to announce, in collaboration with Dentsu and the United Nations the fourth Global Student Poster competition. Our thanks go to Dentsu whose invaluable support for this initiative has been vital in its development."

"Next year's Rio+20 conference offers a wonderful opportunity to picture the future we want," says Mr. Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information. "By inspiring people to think about what our world will look like 20 years from now, this competition can also inspire thinking about how we will achieve that future."

"Dentsu is very proud to support this meaningful competition, which this year focuses on sustainable development, a challenge that we share worldwide. Your ideas will be inspirations that contribute to building a more sustainable future. We are looking forward to seeing work that is full of energy, passion and creativity coming from the younger generation all over the world." said Mr. Tadashi Ishii, President & CEO of Dentsu Inc.

More information about the United Nation's work on sustainable development can be found at [www.un.org/esa/dsd/](http://www.un.org/esa/dsd/).



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## About the IAA-Dentsu Global Student Poster Competition

The competition series officially launched in July 2008

Entries are invited from undergraduate students studying advertising and marketing communications and design course

Application forms and submission procedures will be available on [www.iaaglobal.org](http://www.iaaglobal.org)

The competition will have a global jury of judges with representatives from Asia-Pacific, Europe, Latin America, Middle East and Africa and USA/Canada

The competition will be open for submission on December 1<sup>st</sup> 2011. The deadline is February 29<sup>th</sup> 2012.

The judging will be completed in March 2012

The award ceremony will be held at the United Nations during summer 2012

The awarded work will be used to create an international public service pro-bono campaign in support of the United Nations' action on sustainable development.

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## International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit [www.iaaglobal.org](http://www.iaaglobal.org).

## Dentsu Inc.

Founded in 1901, Dentsu Inc. has held the position of the world's largest single-brand agency for almost 40 years. Through its unique "Integrated Communication Design" approach, Dentsu offers multinational clients the most comprehensive range of advertising and marketing services in the industry. While continuing to pursue innovation in the digital arena, Dentsu is active in the production and marketing of sports, movies, anime and other entertainment content on a global scale. The Dentsu Group has more than 6,000 clients and close to 20,000 employees worldwide. Consolidated billings (net sales) for fiscal year 2010 were recorded at 1,833.4 billion yen. Dentsu is publicly quoted on the Tokyo Stock Exchange (Code 4324). For more information please visit [www.dentsu.com/index.html](http://www.dentsu.com/index.html)

### Contact:

Diane Slade  
IAA Vice President, Education  
IAA World Service Center  
E-mail: [d.slade@ecu.edu.au](mailto:d.slade@ecu.edu.au)  
Tel: +1 212-557-1133

### Contact for artwork:

Nubia Martinez  
Education Administrator  
IAA World Service Center  
E-mail: [nubia.martinez@iaaglobal.org](mailto:nubia.martinez@iaaglobal.org)  
Tel: +212-557-1133 Ext. 25