

Press Release

IAA Announces Recipients Of First Global IAA Responsibility Awards

The Grand Prix Awarded To TBWA\Paris For Amnesty International Campaign

Washington DC—April 8, 2008—The International Advertising Association today announced the winners of its first annual worldwide Awards program recognizing the Socially Responsible Communications in TV, Print and Digital media. The Grand Prix was awarded to TBWA\Paris for its powerful film “Signatures” for Amnesty International.

Overall, there were 2-Platinum, 7-Gold, 9-Silver, and 6-Bronze awarded from over 500 entries from 39 countries, in addition to a Special Jury Award, which celebrates integrated ideas transcending traditional categories, given to Duval Guillaume for a campaign titled “Bracelets” for Médecins Sans Frontières. The BBDO and DDB Networks took home the most awards with 6 and 5, respectively—other networks/agencies awarded include: Contrapunto, TBWA, Leagas Delaney, Goodby Silverstein & Partners, Venables, Bell & Partners, Ogilvy & Mather, Lowe, Young & Rubicam, Publicis, Merkley + Partners, McCann, and DMB. ([see attached for full list of award recipients](#))

“It was gratifying to see such a high standard of work, both creatively and strategically, for so many important causes around the world,” said Bob Scarpelli, Chairman & Chief Creative Officer, DDB Worldwide and IAA Responsibility Awards’ Jury Chair. “As professional communicators, we have a responsibility to use our talents to help these organizations, and their causes—it is my hope that these ideas and this work is being seen by the people the organizations are trying to reach.”

The Awards were created to stimulate the advertising industry’s commitment to responsible communications and demonstrate the powerful contribution this community has already made toward worldwide issues of Environmental and Social Responsibility.



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Entries were accepted in just three categories, which covered a wide range of issues. They included: 1. The Environment defined as Air & Climate, Seas & Ocean, Drinkable Water, Land, Soils, Parks/Forests & Mountains, Biodiversity, Resources Savings, Waste & Recycling; 2. Social & Personal issues such as Poverty & Sanitation, Education & Information, Human, Labor and Social Rights, Discriminations & Equity, Road Safety, Addictions, Health & Disease Awareness, Food, Responsible Consumption & Behavior; 3. Corporate Social Responsibility relating to Economy & Ethics, Sustainable Brands Products & Services, Fair Trade & Equitable Commerce, Green Initiatives and Social Programs.

The Jury consisted of three colleges of judges with worldwide credentials led by Bob Scarpelli, Chairman and Worldwide Chief Creative Officer, DDB—who is not only an award recipient many times over, but also boasts a legacy of experience managing juries for the world’s largest international award shows from Cannes to Clio to The One Show, among others. The goal was to judge each entry on excellence in creativity, as well as in the effectiveness of communicating its environmental or social issue.

Jury members included: Marco Moreira of McCann Worldgroup; Piyush Pandey of Ogilvy India & S/East Asia; Edgar Gianesi of Lowe Brazil; Pierre Siquier of LIGARIS; Peggy Conlon of the Ad Council; Anita Stewart of Sesame Workshop; Solange Montillaud-Joyel, United Nations Environment Program; Anthony Kleanthous, WWF-UK; Dan Bross of Microsoft; Olivier deMontchenu of Euronews; Hervé de Clerck of AdForum, ACT Responsible and holds the title of Vice President Corporate Social Responsibility for the IAA.

The first annual IAA Responsibility Awards were sponsored by Microsoft and EuroNews, in association with ACT Responsible, with tech support by AdForum.

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.

About 41st IAA World Congress

The IAA has a well-deserved reputation for creating every two years, at its World Congresses, the biggest gathering of business leaders and communications industry executives. In 2008, and at a time of ongoing upheavals in the communications



world, the IAA will focus on the issues and innovations that are on everyone's minds, whether clients, media, agencies, research or PR firms. And that is...**What's coming next?**SM

The Program is being created around the theme **What's coming next?**SM It will be innovative and provocative. We will focus on the challenges of today and the impact of the future as the issues of technology; advertising effectiveness and consumer habits and engagement turn the industry upside down.

For more information please visit www.whatscomingnext.org.

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IAA RESPONSIBILITY AWARDS -WINNERS LIST-

Grand Prix: "Signatures" for Amnesty International by TBWA\Paris

Platinum:

For the Digital category-- "Rub It" for AMAM Espana by Contrapunto, Barcelona

For the Film category-- "Bullet" for Amnesty International by TBWA\Paris

Special Jury Award: "Bracelets" for Médecins Sans Frontières by Duval Guillaume

Print Category for Corporate Social Responsibility:

Gold: "Children, Truck & Worker" for Saab by Leagas Delaney Italy

Silver: "Palm Trees" and "Sun Lamp" for GE, BBDO New York

Bronze: "Reindeer" for Power Smart by DDB Canada

Print Category for Environment:

Gold: "Radial Turtle" for California Coastal CleanUp Day by Goodby Silverstein & Partners, San Francisco

Silver: "Alligator," "Tree" and "Turtle" for the Foundations for the Protection of Nature by Almap BBDO Brazil

Silver: "Climate Change 1" and "Climate Change 2" for Greenpeace by Almap BBDO Brazil

Print Category for Social & Personal Issues:

Gold: "Lipstick" and "Hook Up" for The Montana Meth Project for Venables, Bell & Partners, San Francisco

Silver: "Hanging Kids" and "Soccer" for Amnesty International for TBWA\Paris

Bronze: "Panda" for Nobody's Children Foundation by DDB Warsaw, Poland

Film category for Corporate Social Responsibility:

Gold: "Jar" for GE by BBDO New York

Silver: "Andrei" for Petrom by Ogilvy & Mather

Bronze: "Heating" for Vattenfall by Lowe Brindfors

-more-



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Film category for Environment:

Gold: "The Glove" for Surfrider Foundation by Young & Rubicam, Paris

Silver: "Money" for WWF Brasil by DDB Brasil

Bronze: "Breathe" for Greenpeace by Publicis Mojo Auckland, NZ

Bronze: "Footprint" for DEFRA by Abbott Mead Vickers BBDO

Film Category for Social & Personal Issues:

Gold: "Everyone Knows" for the National Center for Missing and Exploited Children by Merkley + Partners New York

Silver: "Scary Tale" for Dr. Dawson for Parents Against Eating Disorder, Abbott Mead Vickers BBDO

Silver: "Kill The Gun" for Choice FM by Abbott Mead Vickers BBDO

Digital Category:

Gold: "Wheelchair" for AACD by McCann Brazil

Silver: "Boy" and "Girl" for Fundacion Ilusiones by Contrapunto Barcelona

Bronze: "Greenpeace Screensaver" for Greenpeace by DMB Austria



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