



## **FOR IMMEDIATE RELEASE**

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### **The IAA Dentsu InterAd XI Global Student Advertising Competition Announces Regional Winners**

New York, May 11, 2007 – The United Nations Development Program (UNDP) and the International Advertising Association (IAA) are pleased to announce the IAA Dentsu InterAd XI global student advertising competition regional winners and runners up.

- Asia Pacific north: SFC - Keio University, Japan - regional winner  
Nineteens - Fu-Jen Catholic University, Taiwan – 2<sup>nd</sup> place  
Moelwarman – ITKP University, Indonesia – 3<sup>rd</sup> place
- Asia Pacific south: Boomerang - Edith Cowan University, Australia – regional winner  
The Young Agency - Hong Kong Baptist University, Hong Kong – 2<sup>nd</sup> place  
Red Table – RMIT University, Australia – 3<sup>rd</sup> place
- Europe: Positive – International Business School, Hungary – regional winner  
Mamuang Team – ESP, France – 2<sup>nd</sup> place (tie)  
ESCR Communications - ESC Rennes – 2<sup>nd</sup> place (tie)
- Latin America: Countdown – UNIACC, Chile – regional winner  
Palante – Universidad Pontificia Bolivariana, Colombia – 2<sup>nd</sup> place  
African Show – Universidad Argentina de la Empresa, Argentina – 3<sup>rd</sup> place
- Middle East/Africa: Base Communications – The American University in Dubai, UAE – regional winner  
PinPoint – The American University in Cairo, Egypt – 2<sup>nd</sup> place  
Utopia – The American University in Sharjah, UAE – 3<sup>rd</sup> place



US/Canada:           Glass Half-Full Optimistic Marketing Solutions – Emerson College,  
USA – regional winner  
Domino Effects Communications - Florida International University,  
USA – 2<sup>nd</sup> place

This year's competition has challenged students to address the UNDP's Millennium Campaign and 8 goals to ensure that we are the first generation to eradicate poverty. InterAd XI was realized by a donation from Dentsu Inc, the 5<sup>th</sup> largest global advertising/marketing organization.

“Unquestionably, this year's InterAd XI project has been a dynamic educational experience,” said IAA Executive Director Michael Lee. “Our regional judges have been exceedingly pleased with the excellent quality of the entries. While only one team from each region can be selected to advance, we believe that all the InterAd XI participants should be proud of their efforts,” said Lee.

The regional winners and runners up receive InterAd XI certificates and plaques announcing their achievements. The plan books and presentations from each of the five regional winning teams have been forwarded to the InterAd XI world jury composed of senior marketing communications professionals and UNDP Millennium Campaign leaders for final judging. The InterAd XI World Champion team will be selected at the end of May.

The InterAd XI World Champion team will receive a trophy plus travel allowance of up to US\$7,500 to present their award-winning proposal at an IAA event. For further information about the InterAd XI global student competition, please visit IAA's web site at <http://www.iaaglobal.org/contestsandawards>.

## **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 clearinghouse 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.**

Dentsu Inc., founded in 1901, is the largest advertising company brand and the fifth largest marketing and communications organization in the world. Based in Tokyo, Dentsu offers national, multinational and global clients the most comprehensive range of advertising and marketing services through its unique "Total Communications Services" approach. Dentsu has pioneered and set global standards for integrated communications, which in latter years have been adopted by a number of major international networks. The group has more than 6,000 clients and 16,167 employees\* in both Japan and its offices overseas. Consolidated billings (net sales) for fiscal year 2005 were recorded at 1,963.2 billion yen. Dentsu is publicly quoted on the Tokyo Stock Exchange. For more information, please visit [www.dentsu.com](http://www.dentsu.com).

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