



Inspiring Excellence
in Communications
Worldwide

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Press Release

IAA-Dentsu Global Student Poster Competition launched in support of the United Nations' action on climate change

New York, July 7, 2008 - The International Advertising Association (IAA) announced today the launch of an annual student poster competition, which builds on the 'responsibility' thread of its mission. In recognition of the critical impact of environmental issues, this year's theme is climate change. Student teams will be tasked with designing a poster urging individual action on climate change.

The global student poster competition is being launched in support of the United Nations action on climate change, and is made possible by a donation from Dentsu Inc. The launch coincides with the G8 Hokkaido Toyako Summit hosted by Japan from July 7th 2008.

"The brief to the student teams is simple yet challenging - the posters need to raise awareness of the impact of climate change, especially among peer groups and most importantly, motivate people to take action by bringing conservation-friendly initiatives into their lives and workplaces" states IAA's Chairman and World President Indra Abidin.

The United Nations is committed to addressing the issue of climate change. "Climate change is one of the most critical global challenges of our time", said Mr. Kiyoo Akasaka, United Nations Under-Secretary-General for Communications and Public Information. "We need urgent action now. Young people are critical to making a difference. We need their energy, their creativity and their passion. I look forward to seeing the results of this important initiative". More information about the United Nations System's work on climate change can be found at www.un.org/climatechange/

"Dentsu takes the responsibility theme very seriously, and is keen to be involved in projects such as these. We have had a long relationship with the IAA and are looking forward to contributing in our own way to the growth of responsible global society" commented Tateo Mataka, Chairman & CEO of Dentsu Inc.

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About the IAA-Dentsu Global Student Poster Competition

- The student competition officially launches on July 7, 2008
- Entries are invited from students studying advertising and marketing communications and design courses
- Application forms and submission procedures will be available on IAA's website www.iaaglobal.org
- The competition is based on regional judging (Asia Pacific, Europe, Latin America, Middle East & Africa and US/Canada)
- A shortlist of regional winners will then proceed to the global judging stage with a global winner announced in May 2009
- The awards ceremony will be held in June 2009
- Judging for regional and global stages will be conducted by a jury of senior creative officers and advertising experts, chaired by Marcio Moreira - Vice Chairman, Chief Talent Officer, Global HR Director, McCann Worldgroup
- The awarded works will be showcased in posters, postcards, books, calendars and other communications materials in exhibitions around the world
- Together with IAA InterAd, this competition is part of the IAA's Professional Development program and is designed to give students the opportunity to test their skills with a real world client case study.

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.

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 17,454 employees* in both Japan and its offices overseas. Consolidated billings (net sales) for fiscal year 2007 were recorded at 2,057.5 billion yen. Dentsu is publicly quoted on the Tokyo Stock Exchange. For more information, please visit www.dentsu.com.

*As at March 31, 2008



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