

IAA ANNOUNCES WINNER OF

IAA "WRITE A TRIP" 2010

IAA TRAVELLING SCHOLARSHIP

The winner of the International Advertising Association Travelling Scholarship, IAA "Write A Trip" 2010 is Nic Hodges, Digital Creative Director, Clemenger BBDO Sydney.

IAA Australia, supported by Microsoft, provides the winner with an expenses paid trip to participate in the 42nd IAA World Congress:

"CHANGE: CONSEQUENCES" - the premier international marketing communications event - a forum of authoritative opinion, ideas, exchange, and stimulation from world industry leaders and experts, to be hosted in Moscow, Russia, 12-14 May 2010.

Runners-up in this year's IAA "Write A Trip" are Praveen Vaidyanathan, Junior Planner at George Patterson Y&R Melbourne and Bryce Coombe, Account Director, Clemenger BBDO Adelaide. Submissions were received from all Australian state including NT.

Nic Hodges submission was judged the winner by a distinguished panel of judges chaired by Russel Howcroft (National CEO, George Patterson Y&R) with Ben Tan (Corporate Communications Manager, Microsoft Australia), Guy Johnson (Advertising Director, Herald Publications, Fairfax), Sheba Nandkeolyar (Managing Director, Multicall Connexions), Daniel Young (Director, Burson-Marsteller).

The three finalists, with the three top scoring essay submissions, had to encounter an interview session with the IAA judging panel before a final decision was announced.

In Nic's own words on winning the IAA scholarship award:

*"I'm really excited about travelling to Moscow for the IAA World Congress. The writing and interview process for the competition was fantastic enough, so to win it is amazing. It's a great initiative by the IAA, and I'm really thankful that they are so supportive of young people in the industry and are allowing me such a wonderful experience."*

In his role as Digital Creative Director at Clemenger Sydney, Nic oversees the digital output of Clemenger BBDO and Proximity NetX. He also provides strategic direction for clients, as well as leading and evangelising the digital capabilities of the agency. Nic has a Bachelor of Design from RMIT University and a Masters , Design from Swinburne University of Technology.

Nic is a creative thinker, digital strategist, and compulsive technology junkie. He believes that technology will continue to play an increasingly large role in our daily world, and offers the ability to make both our lives and work better.

Nic won the 2010 "Write A Trip" Travelling Scholarship Award for his thinking on the topic "Creating and maintaining a positive brand: does Social Media and consumer participation help or hinder?" which he addressed with his submission entitled "Nature vs Nurture: Why social media and consumer participation are essential to the evolution of a positive brand".

Heather Leembruggen, President , IAA Australia Chapter, sums up : " The IAA is the only global partnership of advertisers, agencies, media and service providers in marketing communications and our "IAA "Write A Trip" topics are geared to reflect this broad spectrum and attract submissions from young people working or studying in all disciplines of the marketing communications industry. "

"Entrants were given a choice of three subjects, all highly topical and focussed on the issues facing our industry. We had a good mix of candidates from all aspects of the marketing communications industry as well as an excellent spread of national coverage, with entries received from New South Wales, Victoria, South Australia, Western Australia and Northern Territory. *We congratulate Nic Hodges on his outstanding efforts as the successful contender for this award.*"

She concluded : "IAA "Write A Trip" travelling scholarship program demonstrates that we have a significant number of very talented young people in our industry in Australia, and we are proud that the IAA can play a key role in encouraging, recognising and developing young people's professional talents and skills."

Nic Hodges came through with flying colours and is thrilled by the prospect of participating in the IAA World Congress in Moscow. He is keen to make the most of this opportunity to hear viewpoints from world leaders and experts in our industry, who will give presentations, share their ideas and debate issues that directly impact on directions and developments facing marketing communications now and into the future at the IAA World Congress "CHANGE: CONSEQUENCES"

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