

FOR IMMEDIATE RELEASE

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## **Dentsu Supports the United Nations Conference on Sustainable Development through the 3rd IAA-Dentsu Global Student Poster Competition**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) will again partner with the International Advertising Association (IAA—see Note; Chairman & World President: Alan Rutherford; Headquarters: New York) in the 3rd IAA-Dentsu Global Student Poster Competition.

The annual competition is designed to provide advertising and marketing undergraduate students from around the world with a unique and vital educational opportunity by allowing them to produce and submit a theme-related poster. In recognition of the ongoing critical impact of environmental issues, this year's theme is "Sustainability," in support of the United Nations Conference on Sustainable Development which will be held in Rio de Janeiro, Brazil in May 2012. The two earlier competitions focused on climate change and biodiversity.

This year, the call is out for creative approaches to sustainability. The global jury will be looking for great ideas that connect the present with the future, maintaining continuity in the natural environment while enriching human life. The IAA will organize the competition through its global network, and Dentsu will provide financial support.

"Understanding the issue of sustainability is a great priority," said Mr. Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information. "As the UN prepares for the 2012 Conference on Sustainable Development, it is important to raise awareness around the world. Young people, especially among the student population, are critical to making a difference. They will bring their energy, creativity and passion to this issue—as has been demonstrated with our earlier competitions. We look forward to seeing the creative work and the exciting opportunity of turning this into part of an international communications campaign."

Tatsuyoshi Takashima, President & CEO of Dentsu Inc., said, "Sustainable development is one of the most urgent challenges facing the world today. As a

responsible member of society, Dentsu is pleased to be part of this initiative. We look forward to seeing exciting, innovative ideas from the younger generation around the world.”

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/).

Students can obtain information on the entry procedure, judging procedure and prizes from the IAA website at [www.iaaglobal.org/#education](http://www.iaaglobal.org/#education). The deadline for entries is May 2, 2011, and the winning creative works will be announced in June 2011.

The award ceremony will be held at the United Nations headquarters in New York during the northern hemisphere summer. The Global Winner will receive a trophy, a cash prize of US\$1,000 and a travel allowance of US\$3,000. The second prize will be US\$500 and the third prize will be US\$300. The awarded works will be showcased in exhibitions around the world.

**Note: International Advertising Association (IAA)**

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).

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# THE 3RD IAA-DENTSU GLOBAL STUDENT POSTER COMPETITION

*This year, the call is out for creative approaches to sustainability. We're looking for great ideas that connect the present with the future, maintaining continuity in the natural environment while enriching human life. For more details and how to enter, see [www.iaaglobal.org](http://www.iaaglobal.org).*

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