

FOR IMMEDIATE RELEASE

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## **Dentsu Supports the Rio+20 United Nations Conference on Sustainable Development through the 4th IAA-Dentsu Global Student Poster Competition**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; 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 4th 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 "Sustainable Development" in support of the United Nations Conference on Sustainable Development which will be held in Rio de Janeiro, Brazil in June 2012. The themes of the first three competitions were Climate change (2008-2009), Biodiversity (2009-2010) and Sustainability (2010-2011).

This year, the call is out for creative approaches to sustainable development. The global jury will be looking for ideas that connect the present with the future, maintaining continuity in the natural environment while enriching human life as well as ideas for creating a world in which future generations can live in happiness. The IAA will organize the competition through its global network, and Dentsu will provide financial support.

Tadashi Ishii said, "Dentsu is very proud to support this meaningful competition, which this year focuses on 'sustainable development,' a challenge that we share worldwide. Your ideas will be inspirations that contribute to building a more sustainable future. We are looking forward to seeing work that is full of energy, passion and creativity coming from the younger generation all over the world."

"Next year's Rio+20 conference offers a wonderful opportunity to picture the future we want," said Mr. Kiyo Akasaka, United Nations Under-Secretary-General for Communications and Public Information. "By inspiring people to think about what our world will look like 20 years from now, this competition can also inspire thinking about how we will achieve that future."

IAA's Chairman and World President Mr. Alan Rutherford stated, "As part of our ongoing commitment to the development of our industry, we are delighted to announce, in collaboration with Dentsu and the United Nations, the fourth Global Student Poster competition. Our thanks go to Dentsu whose invaluable support for this initiative has been vital in its development."

More information about the United Nations' 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 February 29, 2012, and the judging will be completed in April 2012.

The award ceremony will be held at the United Nations headquarters in New York during the 2012 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 members in 76 countries and chapters in 56, 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).

Poster



**NO EXIT**

We can't leave. So we must sustain the only home we have.

**THE 4TH IAA-DENTSU  
GLOBAL STUDENT POSTER COMPETITION**  
Sustainable Development

This year's theme is "Sustainable Development", which is consistent with the United Nations Conference on Sustainable Development, also known as Rio+20, that will take place in Rio de Janeiro in June 2012.

For details visit : [www.iaaglobal.org/#education](http://www.iaaglobal.org/#education) Inquiries : IAA Japan International Advertising Association 03-3569-0351 ORGANIZER  SPONSOR **dentsu** IN SUPPORT OF UNITED NATIONS

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