



THE IAA DENTSU INTERAD XI GLOBAL STUDENT COMPETITION

FOR IMMEDIATE RELEASE

International Advertising Association (IAA)
521 Fifth Avenue, Suite 1807
New York NY 10175
Tel: (212) 557-1133
Fax: (212) 983-0455
www.iaaglobal.org

The IAA Dentsu InterAd XI Global Student Competition

New York, October 3, 2006 – The UN Millennium Campaign and the International Advertising Association (IAA) are pleased to be partnering for InterAd XI, the IAA's annual global student advertising competition that was realized by a donation by Dentsu Inc, the fifth largest global advertising/marketing organization. "This annual program is a vital educational experience for advertising and marketing students worldwide," said Professor Noriyuki Shutto, Executive Advisor, Dentsu Inc., "and we are excited to be involved in the program this year."

InterAd XI will challenge students to address the UN's Millennium Development Goals and how to achieve them by 2015. "InterAd XI is an outgrowth of the IAA's ongoing commitment and dedication to the training and education of the next generation of marketing communications professionals," said IAA Chairman Joe Ghossoub. "Each year we endeavor to create a world class learning experience and this year's program is excellent," said Ghossoub.

Students from IAA-accredited institutes as well as other universities will form teams and develop comprehensive campaign recommendations for furthering the UN's Millennium Development Goals. According to United Nations Millennium Campaign Director Salil Shetty, the following 8 goals are vital if we are ever to see an end to poverty: The eight goals are eradicate extreme poverty and hunger, achieve universal primary education, promote gender equality and empower women, reduce child mortality, improve maternal health, combat



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HIV/AIDS, malaria and other disease; ensure environmental sustainability; and develop a global partnership for development. "InterAd XI will challenge advertising and marketing students the world over to create campaigns to ensure that we are the first generation to eradicate poverty," said Shetty.

Participating teams will conduct situation analyses, determine strategies, and prepare creative executions, media plans, and promotional recommendations. Teams will be judged regionally by IAA professionals. Regional winners will then advance to the InterAd XI world jury composed of senior marketing communications professionals and UN Millennium Campaign leaders for final judging.

All participants will receive InterAd XI certificates. Regional winners and runners up will also receive InterAd XI plaques and 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 a United Nations event. InterAd XI Projects including the case brief, instructions, guidelines and registration form have been e-mailed to accredited institutes and qualifying schools. The information will also be placed on IAA's web site at <http://www.iaaglobal.org/contestsandawards>.

The deadline for registration is December 15, 2006 and all entries must be submitted to IAA's World Service Center by April 2, 2007.

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.

Dentsu Inc.

Dentsu Inc., founded in 1901, is the largest advertising company brand and the



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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.

* As of March 31, 2006

Contacts:

Michael Lee, Executive Director (IAA)

IAA World Service Center

Email: michael@iaaglobal.org

Tel: 212-557-1133

Nubia, Martinez, Education Administrator (IAA)

IAA World Service Center

Email: nubia.martinez@iaaglobal.org

Tel: 212-557-1133 Ext. 25