



## CASE BRIEF

### WHO WE ARE

The fourth IAA-Dentsu Global Student Poster Competition is organized by the International Advertising Association (IAA), sponsored by Dentsu, Inc., with the technical support of AdForum.com

The IAA is the only industry association representing all disciplines across the full spectrum of marketing communications from advertisers to media companies, agencies to direct marketers, educators to individual practitioners through its network of 56 chapters in 76 countries across the world. This competition aims to stimulate discussion and action through creativity on the issue of sustainable development across the globe.

INTERNATIONAL ADVERTISING ASSOCIATION  
275 Madison Avenue, Suite 2102  
New York, NY 10016, USA  
[www.iaaglobal.org](http://www.iaaglobal.org)

### WHO CAN ENTER

This competition is open to all undergraduate students. There is no entry fee and only one entry per student will be accepted.

### THE PRIZE

The global winner will receive a trophy, cash prize of US\$1,000 and the opportunity to present their work at the United Nations. A travel allowance of US\$2,000 is included in the prize. The second prize is US\$500 and third prize US\$300. Regional Finalists will receive trophies and all entrants will receive an IAA-Dentsu Global Student Poster Competition certificate.

### THE CHALLENGE

The topic for this year's challenge is **SUSTAINABLE DEVELOPMENT**. In its simplest context Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. And is commonly understood as a process of learning how to make decisions that consider the long-term future of the economy, ecology and equity of all communities. As Dwight D. Eisenhower said in 1959, *"The world must learn to work together—or finally it will not work at all"*.

### The Challenge

This year's challenge is:

## SUSTAINABLE DEVELOPMENT

Your challenge is to creatively communicate how through Sustainable Development, nature, life support and communities can be sustained with the ongoing development of people, economy and society.

You will find a number of resources and information about sustainable development at the following websites:

[www.un.org](http://www.un.org)  
[www.un.org/esa/dsd/](http://www.un.org/esa/dsd/)

The Sustainable Development brief is wide open for your creative interpretation. The only limitation is your imagination and that you respond to the following criteria.

1. We want one big idea executed in a poster format that includes a headline and a branding device or logo that can be instantly and internationally identified with Sustainable Development.
2. A maximum 300 word rationale that tells us what inspired your idea and the target audience your creative work is aimed at.
3. All submitted work (creative and rationale) must be in English.
4. Do not include the IAA, Dentsu or United Nations logos on your work
5. All work must be original
6. Submit your entry by February 29<sup>th</sup> 2012 according to the instructions at [www.iaaglobal.org](http://www.iaaglobal.org)
7. Any entry that does not meet the full criteria listed above and the Terms & Conditions of Entry will be disqualified.

### TERMS AND CONDITIONS

For full entry submission, judging procedure and all prize details including Terms & Conditions please visit [www.iaaglobal.org](http://www.iaaglobal.org)

## Copyright and other Intellectual Property Rights

All products, documents, materials and work (Entrant's Material) submitted in the IAA-Dentsu Global Student Poster Competition must be the Entrant's original work. By submitting Entrant's Material to the IAA-Dentsu Global Student Poster Competition, the Entrant agrees to:

- Authorize the International Advertising Association Inc. (IAA), Dentsu Inc. (the Organizers) and the United Nations to reproduce, copy, record, transfer the submitted posters on any adequate media, to screen, exhibit, publish, as well as to broadcast and distribute them in connection with the IAA Awards.
- Grant to the Organizers and to the United Nations, including its funds and programs, an irrevocable and worldwide right to use in perpetuity all intellectual property and other proprietary rights, including but not limited to patents, copyrights, and trademarks, with regard to Entrant's Material.
- Guarantee that the Entrant's Material is original and does not infringe any third party rights nor attract any payments to such third parties, whether by royalty or otherwise.
- Indemnify the Organizers and the United Nations and hold them harmless against all and any losses, costs, damages, and expenses (including, without limitation, legal expenses) incurred by them as a result of any breach by the Entrant of any of the warranties contained above.
- The Organizers and the United Nations reserve the right to remove immediately and without notice, from an exhibition or from their website any part of Entrant's Material if they become aware of the possibility of the said part infringing the rights of any third party or causing that party damage.
- The Entrant authorizes the Organizers to screen or publish his/her posters without charge for the purpose of promoting the IAA.
- The entries will be managed, hosted and served from IAA-AdForum servers and may be served to as many professional websites as possible through hosted sections or links. Major advertising agencies, trade associations, trade media and other related sites might include a section on their site.
- Selections of the work gathered may be exhibited around the world, distributed via CD-ROM or Print catalogues for promotional purposes.
- Any decision made by the Organizers in any matter relating to the IAA-Dentsu Global Student Poster Competition is considered final and binding.



## ENTRY INFORMATION

### 4<sup>th</sup> IAA-Dentsu Global Student Poster Competition

#### Who Can Enter

This competition is open to all **undergraduate** students. There is no entry fee and only one entry per student will be accepted. The entry must have only one creative execution accompanied by a rationale.

#### Entry Identification

All entries must be clearly labeled and accompanied by the Entry Form. You must include your name, the name of your University or School, a contact number and your email. Any unidentified entries received will be disqualified.

#### Entry Deadline

The submissions entries website will be open on December 1<sup>st</sup> 2011. The deadline is February 29<sup>th</sup> 2012.

#### Size of Submissions

Entries must be in either on A4 format or US letter size 8.5x11 only.

#### Language

If you live in a country where your native language is not English, then your local language can be used on your final piece. However, a translation of all text must be included. The Rationale may be submitted in your local language but again, a translation to English must be included.

#### Resources

There is no shortage of valuable information on sustainable development. For further insights go to: [www.un.org](http://www.un.org); [www.un.org/esa/dsd](http://www.un.org/esa/dsd)

#### Judging Process

The Chairperson of the Jury is Mr. Yukio Nakayama, Executive Creative Director, Dentsu Inc. His jury will be comprised of representatives from the regional and global creative field and leading figures on sustainability and environmental issues.

All Winners will be announced in May 2012.

## ENTRY FORM

### 4<sup>th</sup> IAA-Dentsu Global Student Poster Competition

#### How To Submit Your Entry

#### ALL ENTRIES MUST BE SUBMITTED ONLINE

All entrants agree to provide print-quality material for publication and exhibition purposes.

1. Complete the entry questionnaire
2. Provide 300 words rationale in a word document
3. Upload your rationale and creative work through <http://www.act-responsible.org/ACT/IAAPosterCompetition/2012/>

#### NB : Size & Specifications for the submission:

- Files must be in Jpeg only
  - A4 or US letter 8.5x11. format,
  - Minimum Resolution 300dpi
4. When you have submitted your entry e-mail [postercompetition@iaaglobal.org](mailto:postercompetition@iaaglobal.org) informing us of your submission.

The Organizers cannot be held responsible for entries lost or delayed in upload.

**Important note:** The 300-word rationale is mandatory to finalize your entry.