



Inspiring Excellence  
in Communications  
Worldwide

International Advertising Association  
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## Press Release

# Microsoft to be a sponsor of the first annual IAA Socially Responsible Communications Award

New York, December 12, 2007 - The International Advertising Association (IAA) is pleased to announce the launch of the first worldwide award to recognize the role of socially responsible communications. The IAA Socially Responsible Communications (SRC) award addresses how the advertising community communicates environmental and social responsibility issues. The IAA SRC Award is designed to demonstrate and stimulate the advertising industry's commitment to responsible communications.

"The IAA is truly excited to be highlighting both the value, and need for socially responsible communications worldwide with this award", said IAA Executive Director, Michael Lee. "This has been a long time in the planning, but it's a natural role for us to play with our global membership network, education programs and increasing role as a platform for industry issues", said Lee.

Microsoft will sponsor the E-Responsibility digital creative category and Dan Bross, Microsoft's Senior Director for Corporate Citizenship has accepted an invitation to join the jury. In confirming the sponsorship Mr Bross stated "This is such a worthy cause to focus on, and the IAA is uniquely placed to draw the industry closer together on socially responsible communications issues. It is very appropriate that Microsoft support and enable such an important new industry initiative".

The global jury will be chaired by Bob Scarpelli, Chairman and Worldwide Chief Creative Officer of DDB Worldwide. Other jury members include creative gurus Marcio M. Moreira, Vice Chairman and International Chief Creative Officer McCann Worldgroup, Piyush Pandey, Executive Chairman and National Creative Director, Ogilvy India & South East Asia, Edgar Gianesi, Creative Director, Lowe Brasil and personalities with a specific expertise in social communications Pierre Siquier, in charge of Sustainable Development at the French Association of Communications Agencies and President of Fondation Nicolas Hulot, a French NGO, Anthony Kleanthous, Global Policy Advisor, WWF (UK) and Peggy Conlon, President, The AdCouncil (USA).

The competition is open to any organization involved in advertising, design and marketing communications focused on social responsibility. Entries are exclusively open to advertisements in the area of sustainable development, social responsibility or social issues such as environment, social and other issues such as food and health.

"Sustainability and Social Responsibility are now on top of the agenda of Marketers and Advertisers around the world. The Award recognizes the contribution of the Advertising industry in today's



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important issues and inspires excellence in social communications” said Hervé de Clerck, IAA Vice President, Corporate Social Responsibility.

Entries may compete in a wide range of media and the award categories are television/cinema, print/poster/outdoor/out-of-home/ambient, and digital media. There will also be a grand prix award for the best campaign in all categories.

To see all the complete information about the competition, the entry details, or to download the Rules of Entry please visit [www.iaaglobal.org](http://www.iaaglobal.org).

The competition will be opened until January 10, 2008. All entries will compete for this worldwide award which will be presented during the 41<sup>st</sup> IAA World Congress in Washington DC, April 7<sup>th</sup> - 9<sup>th</sup> 2008.

The IAA Socially Responsible Communications Award is organized by the IAA in association with ACT Responsible and with technical support from Adforum.com.

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### 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 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).

### ACT Responsible

ACT - Advertising Community Together - is a non-profit initiative.

Its goal is to federate, promote and inspire responsible communication on sustainability, equitable development and social responsibility. ACT shows how advertising professionals from all continents can use their core talent - creativity - to play a significant role in addressing today's crucial world issues.

Our unique strength - The Advertising Community Together - Federating an array of partner, ACT Responsible brings together Industry key players, keen to share their commitment to Responsibility. Its reach helps gather forces and build a network facilitating the sharing of good practices. These partners finance and contribute to 100% of our action. For more information please visit [www.act-responsible.org](http://www.act-responsible.org).



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