


Media Release

IAA fights voter apathy

The International Advertising Association (IAA) India Chapter has created a campaign to fight possible voter apathy, and urge people to go out and vote for what is important to them.



Says IAA India Chapter President Avinash Pandey, " As the general elections enter the critical last phase, the IAA has created a special campaign to motivate people in urban centres to go out and exercise their franchise. The campaign is completely apolitical and only takes the side of the Indian voter. "



I Pledge

I will vote

- For a movement towards real gender equality.
- For strict measures to punish hate speech.
- For a Government that insists on genuine inclusion.
- For efforts to amplify women's work.
- For efforts to make sharing domestic work a valued social norm.
- For a country where women are truly safe.
- For my family, for my friends,

**For myself.
How about you?**





I Pledge

I will vote

- For more and better public healthcare facilities.
- For fewer hate speeches.
- For greater ease of doing business.
- For lesser corruption and red tape.
- For a better country.
- For a better quality of life.
- For my family.
- For my friends.
- For myself.**

How about you?





I Pledge

I will vote

- For electricity in the forgotten interiors.
- For sunshine in the darkest lives.
- For the Bharat that India has forgotten.
- For a better country.
- For a better quality of life.
- For my family.
- For my friends.
- For myself.**

How about you?






**International Advertising Association
INDIA CHAPTER**

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 80 years' old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IndIAA Awards, IAA TechPulse, IAA Voice of Change, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.

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