



PRESS RELEASE

**FINANCE PROFESSIONALS OFFERED NEW ADVERTISING SERVICE BY ON-LINE IDEAS COMPANY**

Finance professionals looking for their next above- or below-the-line advertising idea can buy a campaign on-line through a revolutionary company.

A web-based service called OpenAd.net ([www.openad.net](http://www.openad.net)) is offering clients the chance to purchase work and even hold pitches over the internet as an alternative to ad agencies.

IFAs and brokers can search for ideas created specifically for their areas of business in the website's OpenShow gallery covering "Finance and investment".

Alternatively, they can post their own brief on-line and wait for response from the 4,500 creatives in 45 countries who submit ideas to OpenAd.net.

The service is likely to appeal to small and medium companies, whose budgets may be too limited for marketing service companies to take on, or for clients who need an idea turned round in a matter of days or weeks.

OpenAd.net prides itself on the speed and cost effectiveness which only a web-based company can deliver.

OpenAd.net's UK communications manager, Michele Martin, said: "The financial sector is one which can really benefit from the services offered by OpenAd.net and we are already attracting a great deal of interest from the industry."

OpenAd.net is marketing itself to financial advisers and institutions for the first time after a successful trial last year to companies in other sectors. It has already attracted briefs from brands such as Lastminute.com, DaimlerChrysler, Mercedes-Benz and FHM.

Its success meant OpenAd.net secured significant re-investment to re-develop the site and market itself worldwide for the first time.

The new website – which has just gone live – works by subscription and offers clients two main services.

Once marketers have subscribed, they can post their own communications briefs on the OpenPitch section and wait for creatives to respond to their specific needs. The cost of an on-line pitch starts at just under £1600.

Alternatively, clients can browse through any one of 14 OpenShow galleries where advertising ideas and campaigns go on sale, by market sector. As well as finance and investment, there are galleries for categories such as automotive and retail. Prices for a basic idea in need of execution start from around £500. One client put together a finished press and radio campaign for just £10,000.

All work is technically evaluated for copyright infringement before being passed to the client and checked by native English speakers to ensure fluency.

Every idea is policed by a complex system of copyright protection and digital date-stamps, while only subscribers are allowed to see the work.

Clients are helped through the pitching and purchasing processes by OpenAd.net's dedicated client service executives. Once work has been bought on license – either for 12 months or in perpetuity – it is up to clients to decide how they want to produce a finished campaign, whether by using an existing ad agency or the creative who came up with the idea.

Michele Martin, added: “OpenAd.net gives clients access to the largest creative department in the world and we are extremely excited at some of the work we have had through.”

“This is an idea whose time has come. People are used to e-commerce now thanks to companies such as e-Bay and OpenAd.net is a challenging development in the creative and marketing business.”

**For more information, please call Michele Martin on 07971 266787 or Jo Smith on 07836 311278**