



PRESS RELEASE

OPENAD.NET SETS MARKETING STANDARDS WITH NOMINATIONS FOR “ONLINE OSCARS”.

A company which enables clients to buy advertising ideas on-line has been nominated for two prestigious Webby awards, dubbed the “Online Oscars” by Time magazine.

OpenAd.net is one of five companies shortlisted in the best “Services” category alongside high profile brands like Google. It is also the only marketing website in the sector.

The web-based company (www.openad.net) caught the eye of the shortlisting judges because of its unique business proposition.

It allows companies of all sizes to by-pass advertising and marketing agencies to post briefs and hold pitches for their communications needs. Alternatively, they can browse through any of 14 on-line galleries, which display and sell original advertising ideas by sector.

Around 5000 creatives in 53 countries have already signed up to provide work for the site.

OpenAd.net will hear whether it has won its award on 9 May after deliberation by a panel of judges drawn from the International Academy of Digital Arts & Sciences. The Academy is dedicated to the creative, technical, and professional progress of the internet and interactive media and its members include David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver and "Simpsons" creator Matt Groening.

The Webby Awards were established in 1996 to promote excellence in Web design, creativity, usability and functionality. This year’s 10th Annual contest received over 5,500 entries from over 40 countries.

OpenAd.net’s UK general Manager, Jo Smith, said: “We are delighted to be nominated for such a prestigious award. It proves that OpenAd.net is a world class marketing service.”

For more information, please call Michele Martin on 07971 266787

Editors' Note.

OpenAd.net www.openad.net is a unique web-based company which gives clients the chance to buy creative and advertising ideas on-line.

The service works by subscription and offers clients two main facilities.

Marketers 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, they can browse through any one of 14 OpenShow galleries where advertising ideas and campaigns go on sale, by market sector. The galleries cover everything from food and drink to automotive.

The site has 4,500 creatives working for it in 45 countries, ranging from students to internationally-renowned creative directors. All creatives appear anonymously on the site.

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, it is up to clients to decide how they want to produce a finished campaign, whether they using an existing ad agency or the creative who came up with the idea.

The service was trialled last year mainly in Europe and was so successful that it received considerable re-investment in Christmas 2005. The website was relaunched in January 2006 with a worldwide marketing push for the first time.

The service is expected to appeal initially to small and medium-sized clients whose budgets are not always large enough to demand the full attentions of a large advertising agency.

However a number of blue chip companies have already expressed interest, both for main brands and to promote smaller names in a portfolio, which might otherwise get overlooked.