



PRESS RELEASE

ON-LINE IDEAS COMPANY CREATES CORPORATE IDENTITY IN 24 HOURS.

A global on-line ideas company has created a new corporate identity for a client in just 24 hours – helping a start-up business achieve the impossible on a small budget.

OpenAd.net – the world’s first service selling advertising, marketing and design ideas over the internet – rebranded UK-based IT client ontrac global in a single weekend.

The fast-turnaround project proves that the purchase of advertising creative work is being revolutionised by the internet-based service, dubbed an ‘eBay for ideas’ by the UK’s respected Independent newspaper.

OpenAd.net is currently marketing itself worldwide after a successful trial in Europe in 2006.

Ontrac bought its new ID by holding an on-line pitch, which went out to the company’s community of nearly 7000 creatives in 115 countries.

Ontrac posted its brief on a Saturday and had received 147 replies by Sunday. It bought its favourite idea under license from Chilean creative Michael O Ryan Burgos Adam on Monday and used the image that week on letterheads, brochures and other corporate material.

Jeanette Sjoberg, partner, ontrac global, commented: “I would like to thank OpenAd for its commitment, enthusiasm and above all, delivery of some truly amazing work. I see the services as excellent value for money - we could not afford a creative department and certainly not one that delivers 147 ideas in our 24hour challenge.”

Katarina Skoberne, co-founder of OpenAd.net, added: “OpenAd.net delivers to clients all the speed and cost-efficiencies that we have come to expect from net-based companies as well as first class work from our dynamic worldwide team of creatives.”

www.openad.net

For more information, please call Michele Martin, head of PR, on 00 971 50 694 2470.

Editors' Note.

OpenAd.net (www.openad.net) is a young, dynamic company set to change forever how advertisers buy creative work.

It gives clients and agency creative directors alike the chance to buy advertising, design and marketing ideas on-line by taking out membership costing from \$3,000 - \$100,000.

This gives access to two types of service – either the Gallery, where creatives offer original ideas for sale by 14 market categories. Or an online pitch facility, where members can post briefs. An average brief generates 20-100 replies.

The site has nearly 7000 creative subscribers in 115 countries, ranging from students to internationally renowned creative directors, freelancers and agency staff. All creatives appear anonymously on the site.

Members can acquire work they like under license either for twelve months or in perpetuity. All work is checked for fluency by a native English speaker before the client sees it and the company enforces a strict system of copyright protection and digital date-stamping.

And because OpenAd is a broker rather than an ad agency, members can turn their ideas into a finished campaign with outside partners, such as an existing agency or the OpenAd.net creative who invented it.

Membership is free for creatives, to ensure that a client's project has the greatest number of people working on it at any one time.

OpenAd.net makes its profits by taking a straight 22.5 per cent fee on deals brokered.

OpenAd's parent company, OpenAd AG CH, is based in Switzerland and is majority- owned by Slovenian holding company Istrabenz (www.istrabenz.si).