



PRESS RELEASE

UK STUDENTS LEAD OPENAD.NET'S INTERNATIONAL ADVERTISING CONTEST

The latest challenge in the on-going OpenAdTalent International Student Awards has seen another great performance from two UK students.

Mark Holland and Adam Richardson, both in their final year at Manchester Metropolitan University, took first and second places respectively in the pitch that asked young creatives to produce online ideas for a hair styling wax.

The digital brief was set by OpenAdTalent judge, Seb Royce of digital agency Glue London and the winning idea, 'Ultimate Style. Crash Tested.' came from Mark, who has now had two wins in the contest.

The challenge was the third in a series of nine started last year by OpenAd.net to nurture new talent. All wins count towards a 'League Table' of international universities chasing a final prize of 2000 GBP.

OpenAd.net's core business is linking clients with an on-line community of over 7000 creatives to buy and sell advertising, marketing and design ideas.

Mark said: "This is the first digital brief I've really got my teeth into. Coming up with an idea that consumers are actually going to want to interact with was a tough call." Adam added: "It has been good to get stuck into an interactive brief".

Royce was impressed with Mark's idea and commented that it was particularly successful because it focused on the brief and showed how the product is 'disaster proof'. He advised that students should make a point of re-reading the briefs they work to throughout each stage of creating their idea.

The results keep Manchester Metropolitan University at the top of the OpenAdTalent University League Board currently in line to take the contest's overall prize.

Following Manchester Metropolitan University on the league board are the UK's Southampton Solent University in second place; Central Saint Martins College of Art and Design, also in the UK, in third place; the University of Palermo, Argentina and UNIACC, Chile, in joint fourth place and Farnham University College for Creative Arts in the UK in fifth place.

The winning idea can be seen on the OpenAdTalent site at www.openad.net/openadtalent, where a winners' billboard shows Mark's idea in full along with more of the judges' comments on the top five ideas.

OpenAdTalent runs a series of challenges to help apprentice creatives succeed in the world of advertising by offering cash awards and tutoring as well as the opportunity to sell their ideas.

Undergraduates from around the world compete in several pitches over the university year - this pitch included ideas from Argentina, Chile, Mexico, Romania and the United Kingdom.

All entries to the contest can be seen by client members of OpenAd.net in OpenAd's Gallery and are available to be bought. Unlike other student competitions, the young creatives are offered a real opportunity to make money from the sale of their ideas.

The next OpenAdTalent brief comes from Corbis the official sponsor of images for the OpenAdTalent briefs and it can be seen on OpenAd.net's currently open pitches at www.openad.net.

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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 over 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).