

FASHION MONITOR

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OpenAd.net targets fashion sector

Creatives & Agencies

OpenAd.net, the e-marketplace for buying and selling advertising, marketing and design ideas, is targeting the fashion industry. The site provides an alternative to advertising agencies by selling concepts directly to clients online. There are 2000 ideas on sale in the site's gallery from contributors around the world, ranging from TV and press to digital and multi-media. Intellectual property rights cover every idea and there is an onsite calculator to assess price. There is also a facility called OpenAd Pitch where clients can post their own briefs. The company launched in 2006 and has offices in the UK, Switzerland and Slovenia as well as a presence in the US, Australia, Dubai, Holland and Latin America. Existing clients include MTV, LastMinute.com and Emap.

www.openad.net

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