

update: australian winner on openad.net

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An Australian has won a global brief posted on [OpenAd.net](#), the world's

first online market for creatives to pitch ideas in the hope of snaring big prize money. Winning a pitch that asked creatives to convince people to holiday in their own backyards, Melbourne's Steve Lopez caught the judges' eye with his campaign *Hidden Gems*. His work, which used print and digital activity, won him a US \$1000! Lopez is a freelance art director who has won a number of previous awards, the most recent being his recognition as a finalist in the [John Caples International Awards](#), an international advertising contest unique in direct marketing.

Jo Smith, UK general manager of OpenAd, told B&T that Lopez's campaign was versatile enough to appeal to many countries and was impressed with the way he extended the campaign idea. As would be expected Lopez is thrilled about his latest win. "I'm over the moon, how can I not be? A brief that allowed a world of creatives to respond, and I was the winner!" he told B&T.