



## PRESS RELEASE

### **OPENAD.NET CONTINUES WORLDWIDE EXPANSION.**

April 16, 2007: [OpenAd.net](#), the world's first e-marketplace for advertising, marketing and design ideas, is continuing its worldwide expansion by launching in the Netherlands.

The company is establishing itself in the Western European country because of growing interest from Dutch advertisers. The decision follows a six month period of growth for OpenAd.net, which now has offices in London, Switzerland and Slovenia as well as a presence in the US, Dubai, Latin America and Australia.

The company is proving attractive in the Netherlands – as it is elsewhere – because it challenges the idea that ad agencies have a monopoly on supplying business-changing ideas.

It works by offering marketers original creative ideas from a community of over 7,500 creatives in 116 countries, either for sale on a Gallery or posted in response to on-line client briefs. OpenAd.net has hosted pitches for clients such as MTV, Lastminute.com and Emap, with winning creative ideas coming from as far afield as the UK, India and the UAE.

The number of Dutch creatives submitting ideas to OpenAd's online pitches has more than doubled over the past six months, and Dutch advertisers are already holding pitches on OpenAd.net.

The company will be represented in the Netherlands by Novocortex, which specialises in new media and interactive marketing. Its job is to recruit new creatives and clients as well as launching a local marketing and sales campaign.

OpenAd's decision to work with Novocortex was based on its vast experience with outsourcing marketing and advertising projects for Dutch clients abroad, as well as providing advisory services and campaign management.

Serge Fenenko, managing director of Novocortex, who will be heading the OpenAd business, said: "I am convinced that international creative teams of OpenAd.net can produce very original and unexpected ideas for advertisers. OpenAd's clients and creatives come from all parts of the world so any client from any country can buy ideas from creatives from more than a hundred countries worldwide."

Fenenko, who has an MBA from the Rotterdam School of Management, has over 15 years' experience in the marketing industry in Eastern and Western Europe. Before joining Novocortex, he worked for Rabobank as business development manager where he was responsible for marketing innovative banking services. He also won several awards in international advertising festivals.

According to Katarina Skoberne, OpenAd's co-founder, the decision to build a presence in the Netherlands follows a great deal of interest locally. "The Dutch marketing and advertising industry not only shows a rapid growth in new media and interactive marketing, but often leads in innovation in the field, globally.

OpenAd's new Dutch operations will enable us to be closer to our Dutch clients and creatives and see more open pitches and ideas coming from them.”

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**Editors' Note.**

*OpenAd.net ([www.openad.net](http://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.*

*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 7500 creative subscribers in 116 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](http://www.istrabenz.si)).*

