



PRESS RELEASE

OpenAd.net - Online Platform for the Sale of Marcoms Ideas

INTERNATIONAL PARTNER FOR LOERIE AWARDS

29 September, 2005: **After considerable success on the markets of the UK, parts of continental Europe, Latin America and India, OpenAd.net, the global platform for the sale of marketing communications ideas will introduce its services to the South African advertising industry at the forthcoming Loerie Awards in Margate. By sponsoring the Advertising Print Crafts category OpenAd.net recognizes the creativity of this region and its unique potentials. In September OpenAd.net reinitiated the 6 month co-branding campaign, the World's Toughest Brief in Advertising, with the Financial Times, UK.**

OpenAd.net offers creatives worldwide a free-of-charge online platform for selling creative concepts to subscribers, i.e. companies looking for marketing communications ideas to fit their brands. OpenAd can boast the world's largest creative department as it registers more than 3000 authors who regularly post ideas either in response to pitch competitions or into the online gallery. The global stock of advertising ideas has been recognized as a brave new medium by many, renowned names in the industry as well as advertising communities from around the world. **Michael Conrad**, former vice president of creation at Leo Burnett Worldwide is convinced that "OpenAd.net could become the eBay of advertising and marketing ideas".

Joakim Jonason, two time Grand Prix winner at Cannes, **Herman Vaske**, author of the popular series Why are You Creative; **Stefano Hatfield**, editor in chief of Metro, New York all support the revolutionary business. Jonason has even submitted multiple campaigns on OpenAd.net gallery, which is to open for sale in November 2005.

Says **Katarina Skoberne**, Managing Partner, at OpenAd.net: "The potentials are enormous. Even if OpenAd continues to fulfill the one premise of a fully level playing field, where creatives from all countries can compete on equal terms, it will have made a significant contribution."

Clients can explore a fantastic range of creative solutions for their products and brands from the world's largest creative department at the comfort of their own PCs. The service that OpenAd.net provides is a reflection of the new global reality. By enabling direct contact between buyers and sellers, OpenAd.net is a place where buyers have access to ideas without middlemen to limit choice; and sellers can participate on equal terms without deference to status, corporate hierarchy, office politics or locality. Thereby OpenAd.net facilitates a faster way to fresh ideas

and greater flexibility.

In autumn this year the OpenShow – the gallery of ideas, will be accessible to worldwide clientele, where they will be able to browse and buy from 14 categories. In the meantime pitch competitions have become a very successful means of acquiring ideas, with many global brands publishing their online briefs, among others: **MTV UK**, for mobile content; **Mercedes-Benz** for Smart ForFour model as well as A, C and E Class; Emap with two of its brands **FHM International Men's Magazine** and **Bliss**, **lastminute.com** and many others.

Since March 2005 OpenAd.net has been running a series of pitch competitions in partnership with the **Financial Times UK**, under a common title *World's Toughest Briefs*. Up to now, three pitches have closed with major success. **Virtual Demonstration**, the winning idea at the first pitch, the only one which was not commercially driven as it was for the UK charity organisation **Make Poverty History**, saw the light of day in July, at the time of the **G8 summit** in Edinburgh. The brief asked for ideas that will make people believe something can be done to end global poverty for good. Wining creatives **Gemma Butler** and **Gavin Gordon-Rogers** from Agency Republic, London were incredibly proud to have won the first of the World's Toughest Briefs and especially so as it was for a cause they really believe in. "We hope that the FT & OpenAd continue to bring these opportunities to creatives everywhere." says the winning team. Trevor Beattie, long time creative director at TWBA, joined the renowned panel of judges when the competitions restarted in September. He will be a part of the judging panel for the next briefs to come.

OpenAd.net, the global online gallery for advertising, design, and marketing services ideas, showcases unbranded, previously unpublished ideas for sale. Ideas come from authors worldwide, who enter them free of charge. An OpenAd.net idea can be the solution to a communications issue or just a part of the creative process.

Ideas, which can be anything from TV and print ads to industrial and web design, are supplied by creatives worldwide and accessible to clients or agencies who subscribe to view the collections and can be purchased on an exclusive basis.