



PRESS RELEASE

## FINANCIAL TIMES AND OPENAD.NET ANNOUNCE WINNERS OF 'WORLD'S TOUGHEST BRIEFS' COMPETITION

**5 May 2005:** The Financial Times and OpenAd.net announced the winners of their first 'World's Toughest Briefs' competition and have launched the second brief within The Financial Times Creative Business pages on 3 May 2005.

The competitions, run in association with OpenAd.net (an online marketplace for exchanging original advertising ideas), will see the FT publish an advertising brief on a challenging topic each month. Creative Business readers are invited to submit their ideas via the OpenAd.net website within two weeks of the published brief and the competition is open to all – from established freelance creatives and agencies to enthusiastic amateurs. The entries will be judged by a select group of industry experts and the winning entry will be published each month within the section.

Make Poverty History - the first in the series of 'World's Toughest Briefs' competitions was a socially and historically important brief. The sheer volume and quality of entries clearly demonstrated that the pitch captured the imagination of many a creative.

"It's been an excellent experiment and I think we have some stuff that could really swing some people's minds. And every mind changed might just be a life saved. Huge thanks to everyone judging, everyone at Open Ad and at the FT"

**Richard Curtis**, (writer of Four Weddings and a Funeral) supporter of Make poverty History and Vice Chair of Comic Relief.

The creators of the winning idea were **Gavin Gordon-Rodgers** and **Gemma Butler**, a senior creative team from Agency Republic, London, who submitted an original, International concept that is very achievable. Their idea of a 'Virtual Public Demonstration at the next G8 meeting', allows those who are unable to attend the Edinburgh G8 summit to voice their concerns. People from all over the world, who support the cause 'Make Poverty History' could log on to a website and using an animated character can compose their own banners and send their message to the G8 leaders.

**Amanda Horton-Mastin** New Media and Development Director, Comic Relief said 'The time available to incorporate these ideas is extremely tight however we are looking into the possibility'.

The 'Virtual Demonstration' was one of more than three hundred ideas entered in to the Make Poverty History brief, which aimed to raise awareness of global poverty and encourage ordinary people to show their commitment ahead of the G8 summit in July.

The industry experts judging the ideas include **Dianne Thompson**, the CEO of Camelot, **Polly Cochrane**, the Director of Marketing at Channel 4, **Gill Hart**, Director of Marketing, EMEA of the FT, **Amanda Mackenzie**, President of Marketing EMEA, HP, **Peter Souter**, Creative Director of BBDO Worldwide and **Greg Delaney**, Chairman and Founder of DLKW.

In addition, Richard Curtis, Vice Chairman of Comic Relief and the writer of some of the most popular British films, joined the judging panel for the first Make Poverty History brief.

Gavin and Gemma's 'Virtual Public Demonstration at the next G8 meeting' from their submission, The Future's In Your Hands, grabbed the attention of all the judges.

"A virtual demonstration could be a really big idea. It's very PR-able. I don't think it's something we would have arrived at without this process."

**Peter Souter** - Creative Director BBDO Worldwide, Deputy Chairman AMV

Two runners-up were also highly commended by the judges. The team of **Chris Baylis** and **Dilesh Laloo** for their online idea '1 Child Every 3 Seconds' as a result of poverty, from their Change The World submission.

**Michael Slack** from Purple Circle, was also commended for his idea 'Stats The Fact', who brought the shocking reality of death from preventable poverty right onto our doorsteps with copylines such as '10% of Nottingham's Population will die today from poverty.'

The next 'The World's Toughest Briefs' challenge is '*How to get people to switch Bank Accounts*'. The brief does not require entrants to invent a new bank, product or services, but to tackle the inertia of people switching bank accounts, by letting them know it is in fact risk-free, quicker and easier than they realise.

In keeping with the commercial nature of this month's brief the winning entry will receive an award of £1,000. To enter the competition, submitters must enter via the OpenAd website [www.openad.net](http://www.openad.net) by midnight, Saturday May 21 2005.

**Ends.**

**For further information, please contact:**

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**Financial Times** ([www.ft.com/creativebusiness](http://www.ft.com/creativebusiness))

Creative Business content is published weekly within the Business Life section of the FT newspaper in the UK and in a tabloid supplement ten times annually. A must-read for the media and marketing communities, Creative Business provides in-depth insight, comment and analysis into the industry's people, trends and ideas.

***Note to the editors***

**A Brief Note on OpenAd.net**

OpenAd.net is a new global venture that offers thousands of fresh advertising ideas through a global exchange on the web. For advertisers, we're a new, fast and efficient business tool: a place where clients can explore a fantastic range of ideas that fit their brief; and the opportunity to actually buy the idea they believe will grow their business. Advertisers can choose to place their own brief on the site to attract responses from creative talent; or they can explore ideas already on the site to see if they answer their brief. Major clients like DaimlerChrysler Local Representatives, Etam and lastminute.com are already using us to hold pitches and that's even before we officially launch in March.

For creative talent; OpenAd.net is a highly efficient way for them to make some money from their ideas; a place where they can register a broad range of ideas and make these available to the widest range of clients; as well as the chance to respond to pitch briefs placed on the site. Already over 2.000 creatives, worldwide, have put their work on OpenAd.net [www.openad.net](http://www.openad.net)