



PRESS RELEASE

**OPENAD.NET LAUNCHES OPENADTALENT THE INTERNATIONAL STUDENT AWARDS**

2 November 2005: **On 31 October OpenAd.net [www.openad.net](http://www.openad.net) launched OpenAdTalent, a new series of advertising awards designed to showcase student ideas from all over the world. The whole concept of OpenAdTalent constitutes a fresh approach to awards, celebrating the excellence of creative work rather than the excellence of its authors. Top international industry experts will judge the entries on a monthly basis. The best will receive awards at the London ceremony.**

The competition, open only to universities and colleges, invites students from around the world to post their ideas via their own online, global advertising city. Every aspect of the OpenAdTalent site ([www.openad.net/openadtalent](http://www.openad.net/openadtalent)), which was created by OpenAd.net and developed by PyGar, a London-based creative agency, reflects the conceptual thinking within advertising. Winning ideas and competition details will be displayed on virtual billboards, amongst the hustle and bustle of a typical yet surreal city, complete with irritating pigeons, seductive women, UFOes and giant lizards.

While many student awards promote the owners of great ideas, they leave the actual ideas static and unused. OpenAdTalent recognises great ideas, which should be both used and rewarded. It was created to discover the world's best young creatives and highlight the potential of their work by making it available for sale to clients in OpenAd.net's online gallery.

Every month, from 21 November 2005 to April 2006, OpenAdTalent will run a fun yet realistic brief. Top international industry experts will judge the entries and award cash prizes of £250 and £100 to the top two entries. Students in third, fourth and fifth places will be credited; each month these top 5 students will receive points to create a university league.

All other ideas entered will be placed in the OpenAd.net gallery, available only to subscribers; this means that even if students don't win, their work still has a chance of being bought.

In spring 2006 OpenAd.net will host an OpenAdTalent awards ceremony in London to exhibit the best work. The winning university will receive an award of £2,000.

To find out more about the OpenAdTalent awards, email OpenAd.net at [openadtalent@openad.net](mailto:openadtalent@openad.net).

*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.*