



PRESS RELEASE

OPENAD.NET CONTINUES ITS GLOBAL ROLL-OUT WITH ITS FIRST SPANISH CLIENT.

OpenAd.net has continued its global roll-out, hosting its first pitch for a Spanish brand.

The company – which already has clients from countries as diverse as the UK, the US, Puerto Rico, Colombia, Latvia, Romania and others – has helped Spanish furniture megastore Centro Hogar Sánchez find a name and brand identity for its new e-store.

OpenAd.net works by linking clients with over 8,100 creatives in 116 countries signed up to sell their advertising, marketing and design ideas on-line.

Sanchez put a detailed brief on-line and got over 90 responses in 15 days.

The winning idea came from Chilean creative student Manuel Alejandro Vasquez Parodi who won a 1000 USD award. In addition, Sanchez has decided to license Parodi's work in perpetuity.

Carlos Martos, e-commerce Director at Centro Hogar Sánchez, said: "We published an online pitch with OpenAd.net to get a corporate identity for our new e-commerce project. We were in a hurry, we had a tight budget and we needed a big number of ideas. In 15 days we received more than 90 ideas. We have been perfectly helped and taken care of at all times by OpenAd.net. The model works and the results are very good".

OpenAd's first Spanish client is a sign of the company's growing presence in Spanish-speaking markets. Nearly 20 per cent of OpenAd's creatives currently come from Spain or Latin America and many enjoy communicating with clients in their mother tongue.

OpenAd also has a dedicated Ibero-American department in-house, with representatives in Colombia and Argentina who will be recruiting new creatives and local clients, as well as launching a local marketing and sales campaign in the coming year.

Katarina Skoberne, OpenAd.net's co-founder, said: "We are excited to have our first Spanish client holding a pitch with us and hope more will join our portfolio of global clients. As the world's biggest on-line creative talent pool we give companies all over the world a unique perspective on their marketing challenges."

For more information, please call Ignacio Escriche Rubio at +44(0)20 72 90 27 13.

Editors' Notes

OpenAd.net (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 - \$100,000.

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 8000 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.net launched worldwide last year after three years of development and now has offices in the UK, Switzerland and Slovenia as well as a presence in the US, Australia, Dubai, Holland and Latin America. Its parent company, OpenAd AG CH, is majority-owned by Slovenian holding company Istrabenz (www.istrabenz.si).