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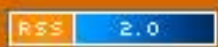
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## British student has second win in global advertising competition

A British student has taken his second win in OpenAd.net's international competition for young creatives.



Matthew Benjamin, who goes by the alias Franky Maverick, took first place and a prize of £250. His idea 'Protect & Serve' answered a brief to create a cool brand experience for Jeans.

This was the final challenge for the 2006-07 **OpenAdTalent** awards that were created to help prepare the students for employment. Each challenge offers cash awards and tutoring as well as the opportunity to sell ideas.

Matthew produced a fake Special Forces Unit called

'THE SWAT TEAM' (Special Women & Tactics) to protect and serve the cool brand image of jeans.

Peter Harold, an OpenAdTalent judge and award winning former creative director said: "I thought this idea best expressed the brief. It's a fun, sexy and relevant idea, really well developed and worked out and, I would imagine, be enjoyed by everyone who takes part, especially the strip search part."

The young creative initially had success with OpenAdTalent at the start of the season's contest while in his second year of university at Southampton Solent UK. Now about to enter the third year of his advertising degree he said: "To be able to make ads and get a bit of a reward is great, hopefully I can win a few more and it will help land that first job."

The winning idea can be seen on the OpenAdTalent site at [www.openad.net/openadtalent](http://www.openad.net/openadtalent). The winners' billboard shows the idea in full along with more of the judges' comments.

OpenAd.net created the awards in recognition of young talent around the world. All wins count towards a 'League Table' of international universities each after a final prize of 2000 GBP. Its core business links clients with an on-line community of 9,000 creatives in 122 countries – including students – to buy and sell advertising, marketing and design ideas.

Runner-up in the competition with an award of £100 was Astrid October from Manchester Metropolitan University, UK, for her idea Denim Identity Inner City Photo Studios. And the remaining students in the top 5 were: Maria Fernanda Berrios, UNIACC, Chile for her idea Naughty Avatar, Renzo Vacarisas, also from UNIACC, Chile for his idea Jeans Odyssey and Janez Žepic and Jaka Florjancic, University of Ljubljana, Slovenia for their idea Jeans Art.

The university to take the overall prize of will be announced on contest's site [www.openad.net/openadtalent](http://www.openad.net/openadtalent) soon.

OpenAd.net members can see – and buy - the students' entries in their [Gallery](#).

[www.openad.net](http://www.openad.net)

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