



## Open Source Concepting a.k.a. Cheap Ideas Aplenty

**OpenAd.net**  
*world's biggest creative department*

Matthew Creamer at [Ad Age](#) introduces us to OpenAd.net, a Slovenian-based online marketplace where ad and design ideas from about 9,000 creatives worldwide are bought and sold.

[OpenAd](#), with input from members in 122 countries, calls itself "the biggest creative department in the world."

Our Creatives are advertising specialists. And because we want to provide you with the most complete range of talented individuals possible, our network is built of both freelancers and agencies, and from everyone from students to creative directors.

The service is free to the creatives, but marketers pay to join, and pricing on the ideas, which are vetted by an OpenAd team, is variable. For instance, this summer executives from Gillette's Puerto Rican division heard pitches from creatives in 21 countries for a campaign to persuade the island's men to trade in their disposable razors for the Fusion shaver. Gillette, paid the winners of its pitch \$1,000 each.