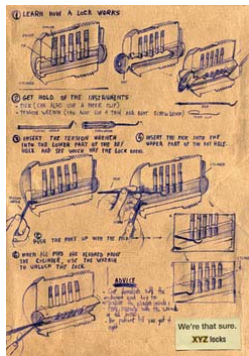


Graffiti BBDO wins the Big Idea Award in the OpenAd Golden Drum Idea Competition 2007

Portoroz, October 17 2007

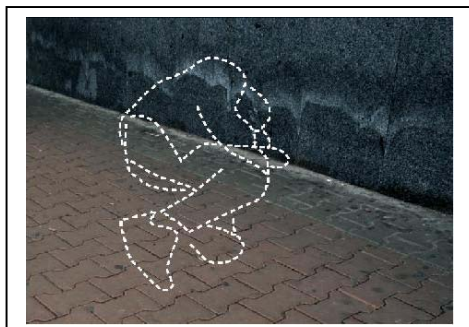
After a successful launch last year, OpenAd.net partnered with the Golden Drum festival again, to bring the best creatives worldwide a chance to compete head to head without any restrictions dictated by a brief. The previously unpublished and un-commissioned ideas for any product or service were entered into three categories – TV, print and Web design – and will be offered on sale to OpenAd’s clients (Members) worldwide.



The winning execution, a print ad for door locks, was art directed by **Cosmin Simionescu** and written by **Dan Stanescu** from **Graffiti BBDO Romania**. It cleverly uses the exact guide to breaking a door lock combined with “We’re that sure!” logo and a message that the best lock in the world has nothing to hide. It was a unified decision of the jury that this idea should be the winner in its own – Print – category as well as the overall winner. The creative team comments: *“We have always thought that OpenAd is a creative enterprise. An open market for ideas. This is why we’re very glad to be the winners of this competition, where the lack of barriers leaves room for creativity.”*



Competition is a really good idea.”



Friends Advertising Romania triumphed in the TV category with an ad entitled ‘Girl’, building on the fact that 40% of Romanian bread does not meet European quality standards. The authors, Agi Iota as the art director and Razvan Soare as the copywriter, commented the competition with: *“We’d like to thank OpenAd.net and Golden Drum for awarding us for the best idea in the TV Category. Now it’s our turn to award them with all our Appreciation and Interest in the Big Advertising Festivals Category. Because OpenAd GoldenDrum*

The Web design award was taken home by the Czech agency **Wundermann** and the author **Beata Galova**, whose idea of a viral used in raising funds for the homeless proved innovative and fresh. Galova, who is the idea author as well as the art director, commented: *“To be a winner of OpenAd Golden Drum Award means that the project may*

come to life and actually help homeless people, which is what this project is all about.”

Entrants participated in the competition through the OpenAd.net website. The only rule in the competition was that ideas had to be unpublished and no brand names should be used in the entered work. The winning entrants were presented with awards at the gala ceremony on October 16.

The entries were judged by a jury consisting of **Peter Harold**, former Art director and Creative Director for some of London’s most successful advertising agencies including DDB, BMP, Ogilvy & Mather and WCRS, currently working as a freelancer, **Fabiana Renault**, Director at the Escuela Superior de Creativos Publicitarios and the manager at her own Creative Consulting Office, Renault y Asociados, and **Malika Rodrigues**, editor of Brand Equity published by The Economic Times India. The president of this year's competition jury was **Rafa Antón**, creative director at Leo Burnett Madrid and this year's president of the Spanish Club de Creativos.

For more information, please contact Andreja Krašna on 00386 31 312919.

Editors' Note.

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 10,000 creative subscribers in 123 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).