

UK University wins OpenAdTalent

A British university has won OpenAd.net's international competition for young creatives.

The OpenAdTalent 2006-07 competition, which has been running for two consecutive years, saw Manchester Metropolitan University, UK take first place. UNIACC, Chile takes the runner up position and Southampton Solent University, UK finished in third place. Each of the winning ideas and all the successful universities who made it onto the OpenAdTalent League Board can be seen on the competition's website at <http://www.openad.net/openadtalent/>.

Manchester Metropolitan University looks forward to receiving a prize of £2,000, which goes towards their BA Design and Art Direction course, at an awards party held soon at OpenAd offices in London. Attendees will include university students who competed in the competition, well known industry figures and leading creative directors.

Neil Grant, BA MFA, director of studies at the School of Design at Manchester Metropolitan University said: "We are absolutely delighted to have won the OpenAdTalent competition this year particularly against such esteemed opposition. This is a fantastic boost to the students' confidence and not only a reward for their hard work but a verification of their talent and professionalism. The prize money awarded to the Design and Art Direction course is also very welcome and will contribute to the further success of the course."

OpenAd.net created the contest in recognition of young talent around the world. Its core business links clients with an on-line community of over 9,000 creatives in 122 countries - including students - to buy and sell advertising, marketing and design ideas.

Creative students who enter OpenAdTalent are prepared for employment by tackling challenges that they will face in advertising agencies. At the same time they gain valuable feedback on their ideas from the contest's judging panel of award winning, advertising specialists who include: Vital Verlic, OpenAd's co-founder and executive creative director of Futura, Alan Midgely, former executive creative director of Ogilvy & Mather, Mick Devito, executive creative director and founder of Butterfield Day Devito Hockney, Peter Harold, Ogilvy & Mather, FCB, BMP and former creative director of WCRS, Lyndy Payne, founder of AAR - The Advertising Agency Register and Seb Royce, creative director of Glue London.

In addition, the competition offers a real opportunity for the students to make money from the sale of their ideas as, unlike other student competitions, all ideas can be seen by members in OpenAd.net's Gallery (<http://www.openad.net/buyideas/browseideas/>) and are available to be bought by clients.

Throughout the competition students from countries that included Chile, Argentina, India, the US and all over Europe, competed in seven pitches. Briefs included one to make it socially unacceptable to buy a pirate DVD, one to create a digital campaign for Style-x wax and another for the best use of Corbis imagery in a campaign. The winning students in each pitch won between £100 and £250 together with points for their respective universities. Points accrued put universities in the running for the £2000 award at the end of the competition.

Katarina Skoberne, OpenAd's co-founder and group managing director, says: "OpenAdTalent allows young creatives to showcase their ideas. The students who have entered the contest have gone on to win some of OpenAd.net's generic and client pitches. The recognition and advice they have received along the way, has been of real benefit to them in their search for employment."

OpenAdTalent will be back soon; any students not already taking part can join in by registering at <http://www.openad.net/sellideas/registration/step1.php> and start cracking briefs when the 2007-08 competition launches on the OpenAdTalent site. The first new brief is to be announced at the OpenAdTalent awards party; the challenges will continue to offer cash awards and tutoring as well as the opportunity to sell ideas.

For more information on OpenAdTalent please contact:
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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 9,000 creative subscribers in 122 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).
