

PRESS RELEASE

BRAZILIAN CREATIVE TEAM WINS OPENAD'S NUEVOS TALENTOS COMPETITION AT EL OJO DE IBEROAMERICA 2008

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In partnership with Latin America's most prestigious international advertising festival, OpenAd recently sponsored the fourth annual Nuevos Talentos Competition, offering students and young creatives from the Iberoamerican region a chance to compete head to head by sending in their ideas for print ads that promoted the delivery service of their choice. The challenging brief attracted over 70 entries in both the English and Spanish language from every corner of Latin America, as well as Spain and Portugal, with the top award going to a creative team from Brazil. All ideas received during the festival will be offered for sale to OpenAd clients worldwide.

The winning execution, entitled "Behind the Phone", was produced by copywriter **Manuel Rolim**, and art directors **Fernando Luz** and **Apoenan Neve**, all of whom currently work for Solution Comunicacao, an ad agency in Minas Gerais, Brazil. With their idea of home delivery being just a phone call away, the jury unanimously decided to award the winning team the top \$500 prize. The creative team in turn dedicated their award to "the best soccer team ever, Atletico Mineiro".

Coming in second place and claiming the \$300 award were two Venezuelan creatives, **María Eugenia Prato Hernández** and **Manuel Fleitas**, with an ad entitled "Cocina" (Kitchen). Their idea shows a kitchen that is kept spotless thanks to pizza delivery 'cleaner'. The creative duo is currently employed by a Publicis agency.

Coming in third place was the newly formed UNITAS RNL creative team from Chile, made up of creatives **Michael Burgos Adam** and **Ricardo Gomez**. They received the third place award of \$200 for their idea "A la Puerta" (To the door), an ad for a movie home delivery service promoted via reference to two landmark movies.

Entrants participated in the competition through the OpenAd.net and Nuevos Talentos website. The only rule of the competition was that ideas had to be unpublished and no brand names could be used in the work entered. The winning entries were displayed during the festival's awards ceremony at the Hilton Hotel in Buenos Aires, Argentina on October 31st.

The entries were judged by a panel of indisputable industry leaders, including: **Tony Waissman**, Underground creative school director and Euro RSCG Argentina director; **Juan Frontini**, CD MTV Argentina; **Sean Saylor**, VP creative MTV/VH1, USA; **Mauro Suarez**, Brother school Regional Director, Latinoamérica; **Rodrigo Cisterna**, University Casa Grande Coordinator, Ecuador; **Fermín Cimadevilla**, We are Pacheco, Spain; and **Vitor Knijnik**, CD Energy, Brazil.

One of the judges, César Beltrán Cáceres, CD Pizarra / Oro Publicidad, Colombia, pleased with the quality of creative work received, had this to say: "In every ad you could feel the creative willingness to do different things, to challenge the evident, to avoid clichés, and that is very gratifying to see at this festival, which has become the most selective of the advertising competitions held in Iberoamerica."

For further information please visit http://www.openad.net/el_ojo/ or 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 11,500 creative subscribers in 125 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 being presented to the client, 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, the US and Slovenia as well as a presence in Australia, Dubai, Holland and Latin America.