



OpenAd.net and the Financial Times competition World's Toughest Briefs

Virtually Making Poverty History in Edinburgh

4 July 2005: The winning idea at the pitch The World's Toughest Briefs, a series of pitch competitions run in association with the Financial Times, has seen the light of day. Make Poverty History, the charitable organisation, has produced Gemma Butler and Gavin Gordon-Rogers' concept of a virtual rally, so that everyone, with an access to the computer will now be able to voice their protest at the G8 rally in Edinburgh from 6 to 8 July.

OpenAd.net authors and FT's Creative Business readers were invited to submit their ideas for the communications support of the G8 Rally via the OpenAd.net website (an online marketplace for ideas) into the competition which was open to all. The entries were judged by a select group of industry experts and **Richard Curtis** of Make Poverty History. A virtual G8 rally was chosen as the winning concept.

The creators of the winning idea were **Gavin Gordon-Rodgers** and **Gemma Butler**, a senior creative team from Agency Republic, London. Their empowering concept, www.G8rally.com, will give voice to supporters who are unable to join the one million in Edinburgh for the G8 summit.

A virtual rally is a gem of a really big idea. It's very PR-able, very fun and very likely to help change the world.' commented **Peter Souter**, creative director of BBDO Worldwide and Deputy Chairman of AMV, '

The concept, designed to bring together as many people as possible using on screen animated characters, was brought to life by three of the UK's leading digital marketing agencies. Agency Republic, AKQA and Glue London, teamed up

with Comic Relief to encourage everyone to be part of the rally and put an end to poverty.

Supporters using G8rally.com represent themselves by creating their own character, which can go on to write an individual protest placard and email a G8 leader. While on the site, visitors are also invited to learn more about the G8 rally, find and invite fellow protestors or perhaps take a tour of the city itself.

'We have something here that could really swing some people's minds; at the time of Live Aid in 1985 no one had computers. The world has changed and now through the net it is possible for everyone, no matter where they are to make their presence felt - to join the long walk to justice from a computer in Cincinnati!!! A brilliant idea.' said Richard Curtis, judge and supporter of the Make Poverty History campaign.

Katja Skoberne, Managing Partner, OpenAd.net, says 'We are thrilled and proud to have been able to mediate this idea. It's in the true spirit of OpenAd.net, democratising worldwide participation through the power of innovation and technology.'

An integrated advertising campaign of online advertising, word of mouth, PR and support from Make Poverty History's online audience will raise awareness of the site in the run up to the summit.

Ends.