



PRESS RELEASE

OPENAD.NET - ONE OF THE SPONSORS OF THE GOLDEN HAMMER FESTIVAL 2005

31 August 2005: **After considerable success on the markets of the UK, parts of continental Europe, Latin America and India, OpenAd.net, the global platform for the sale of marketing communications ideas presented their services to the audience at the Golden Hammer awards and the Baltic marketing industry at large. In September OpenAd.net will reinitiate the 6 month co-branding campaign, the Toughest Briefs in Advertising, with the Financial Times, UK, which will give the Baltic creatives opportunity to compete in the series of highly renowned pitch competitions.**

OpenAd.net offers creatives worldwide a free-of-charge online platform for selling creative concepts to subscribers, i.e. companies looking for marketing communications ideas to fit their brand(s). OpenAd can boast the world's largest creative department as it registers more than 3000 authors who regularly post ideas either in response to pitch competitions or into the online gallery. **Michael Conrad**, former vice president of creation at Leo Burnett Worldwide is convinced that "OpenAd.net could become the eBay of advertising and marketing ideas".

Says **Tamara Cestnik**, Marketing Manager, EMEA at OpenAd.net, presenting the award for best TV Ad in the category Alcohol Beverages to the winning creative team of McCannErickson, Riga: "The Baltic region being one of the more exciting creative pools in the continental Europe, we thought it is great opportunity to be able to present the benefits inherent to OpenAd at the Golden Hammer Awards. Seeing all this creative talent, hopefully many will start using OpenAd.net and showcase their ideas to the worldwide brands."

Since March 2005 OpenAd.net has been running a series of pitch competitions in partnership with the **Financial Times UK**, under a common title *World's Toughest Briefs*. Up to now, three pitches have closed with major success. **Virtual Demonstration**, the winning idea at the first pitch, the only one which was not commercially driven as it was for the UK charity organisation **Make Poverty History**, saw the light of day in July, at the time of the **G8 summit** in Edinburgh. The brief asked for ideas that will make people believe something can be done to end global poverty for good.

Gemma Butler and Gavin Gordon-Rogers' concept of a virtual rally was brought to life by three of the UK's leading digital marketing agencies Agency Republic, AKQA and Glue London. The site www.g8rally.com enabled those who could not make it to Edinburgh to voice their protest from their computers. "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. The World’s Toughest Briefs is set to continue on September 13, when Trevor Beattie, long time creative director at TWBA, is to join the renowned panel of judges. Beattie achieved lasting notoriety in the 1990s via the voluptuous shape of Eva Herzigova and Playtex Wonderbra’s “Hello Boys” poster campaign.

Other global brands that have run pitch competitions on OpenAd.net are MTV UK, for mobile content, Mercedes-Benz for Smart ForFour model as well as A and C Class, FHM International Men’s Magazine, lastminute.com and many others.

OpenAd.net which is the only platform enabling completely democratic exchange of marketing ideas beyond the confines of a particular region, is a Swiss company with offices in Zurich, London and Ljubljana.

OpenAd.net, the global online gallery for advertising, design, and marketing services ideas, showcases unbranded, previously unpublished ideas for sale. Ideas come from authors worldwide, who enter them free of charge. An OpenAd.net idea can be the solution to a communications issue or just a part of the creative process.

Ideas, which can be anything from TV and print ads to industrial and web design, are supplied by creatives worldwide and accessible to clients or agencies who subscribe to view the collections and can be purchased on an exclusive basis.