



PRESS RELEASE

## FINANCIAL TIMES AND OPENAD.NET LAUNCH 'WORLD'S TOUGHEST BRIEFS' COMPETITION

**16 March 2005: The Financial Times is to launch the 'World's Toughest Briefs' competition within its Creative Business pages on Tuesday 22nd March 2005.**

The competition, run in association with OpenAd.net (an online marketplace for exchanging original advertising ideas), will see the FT publish an advertising brief on a challenging topic each month. Creative Business readers are invited to submit their ideas via the OpenAd.net website within two weeks of the published brief and the competition is open to all – from enthusiastic amateurs to established freelance creatives and agencies. The entries will be judged by a select group of industry experts and the winning entry will be published each month within the section.

The first brief, published on Tuesday 22nd March, will be to generate ideas to promote the Make Poverty History campaign, which aims to raise awareness of global poverty and encourage ordinary people to show their commitment ahead of the G8 summit in July. The campaign brings together over 300 charities including ActionAid, Oxfam and Save The Children, with various campaigns, trade unions and celebrities. Focused on highlighting the unjust global trade system, the crippling debt facing third world countries and the need for more and better aid, Make Poverty History aims to influence the UK government to play their part in meeting these challenges. The symbol of the campaign is a white wrist band and the advertising brief is to encourage the public to support the campaign.

The judging panel for the competition will include:

- Polly Cochrane, Director of Marketing, Channel 4
- Peter Souter, Executive Creative Director, AMV
- Dianne Thompson, CEO, Camelot Group
- Amanda Mackenzie, VP Marketing (Customer Solutions Group EMEA), HP
- Greg Delaney, Chairman, Delaney, Lund, Knox Warren & Partners
- Gill Hart, Marketing Director, Financial Times

In addition, **Richard Curtis**, Vice Chairman of Comic Relief and the writer of some of the most popular British films including *Four Weddings and a Funeral* and *Notting Hill*, will be joining the judging panel for the first Make Poverty History brief. Richard has publicly committed his time to the campaign, saying: *"I believe that it's time to say*

*enough is enough. That's why this campaign, the white band campaign, has started. Thanks to a series of landmark meetings with world leaders and a real understanding of how to stop the extremes of world poverty, this year could be the year when it's nailed once and for all."*

**Gautam Malkani**, who edits Creative Business, said: *"The Creative Business pages are about provoking debate and discussion within the creative industries. What better way to get people talking than to ask them for their ideas in meeting what will be some of the world's most challenging advertising briefs."*

**Katja Skoberne**, Managing Partner, OpenAd.net, said: *"This is a great opportunity for us to encourage the free-thinking, creative approach which underlies the OpenAd.net philosophy. The competition will enable the best creative brains to provide solutions to the toughest advertising briefs whilst gaining exposure amongst a savvy, commercially-minded audience. We're convinced that the results will be both surprising and refreshing."*

**Ends.**

**For further information, please contact:**

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**Financial Times** ([www.ft.com/creativebusiness](http://www.ft.com/creativebusiness))

Creative Business content is published weekly within the Business Life section of the FT newspaper in the UK and in a tabloid supplement ten times annually. A must-read for the media and marketing communities, Creative Business provides in-depth insight, comment and analysis into the industry's people, trends and ideas.

**OpenAd.net** ([www.openad.net](http://www.openad.net))

OpenAd.net is a new global venture that offers thousands of fresh advertising ideas through a global marketplace on the web. For advertisers, OpenAd.net is a fast and efficient business tool that enables them to explore a fantastic range of ideas as well as the opportunity to post their own briefs. If they fall in love with an idea, they can actually buy it. Major clients like DaimlerChrysler Local Representatives, Etam and lastminute.com are already using OpenAd.net to hold pitches. For creative talent, OpenAd.net is a highly efficient way to make money from their ideas. They can register their ideas and make them available to the widest range of clients; as well as take up the challenge of responding to pitch briefs placed on the site. Over 2,000 creatives worldwide have already put their work on OpenAd.net.