



PRESS RELEASE

**UK CLIENT BUYS DUBAI ADVERTISING FROM REVOLUTIONARY IDEAS WEBSITE “OPENAD.NET”**

19 March 2006: **A company which enables clients to buy advertising ideas on-line has helped one of Dubai’s top agency creatives to sell a campaign to a leading British brand.**

OpenAd.net ([www.OpenAd.net](http://www.OpenAd.net)) – a website where clients can buy work and even hold pitches – has matched Saatchi & Saatchi Dubai’s senior creative Avinash Sampath with leading UK men’s magazine, FHM.

The pair “met” when FHM’s international publisher, EMAP, used OpenAd.net to find advertising for its new WAP mobile phone service. Avinash was one of many creatives worldwide who responded to the on-line brief and won because his campaign, “FHM to go”, fulfilled the brand’s requirements by cleverly likening the service to snacking on fast food. It will break in the UK later this year using press and radio.

Avinash said: “Who would have thought that a writer sitting in the middle of a 50-degree desert might have his work on a continuously rained-on billboard in London?”

The pairing is just one of many success stories that OpenAd.net will be talking about at stand A4 of the International Advertising Association World Congress in Dubai on 20-23 March.

Although gaining an increasingly good reputation in Europe, the company is keen to show local business people in the Middle East how they, too, can use OpenAd.net for their marketing needs.

The web-based service enables clients to post their communications briefs on-line and wait for responses from over 4,500 creatives who are signed up in 45 countries.

Nearly 20 per cent of its creatives come from the world-renowned UK advertising industry, but talent from six Middle East countries have also signed up – giving local businesses access to the best ideas from both home and abroad.

OpenAd.net predicts that the most rapid Middle East take-up will be in areas where advertising agency networks are least developed, possibly amongst companies who want to produce advertising to run on the growing number of pan-Arab television stations.

OpenAd.net's arrival at the IAA World Congress in Dubai follows an extensive trial of the service in Europe, where companies such as MTV, DaimlerChrysler and Lastminute.com all held pitches. The site was re-developed at Christmas and is being marketed worldwide for the first time.

The new website – which has just gone live - works by subscription and offers clients two main services.

Marketers can post their own communications briefs on the OpenPitch section and wait for creatives to respond to their specific needs. The cost of an on-line pitch starts at around \$2800.

Alternatively, clients can browse through any one of 14 OpenShow galleries where advertising ideas and campaigns go on sale, by market sector. The galleries cover everything from food and drink to automotive. Prices for a basic idea in need of execution start from around \$875.

All work is technically evaluated for copyright infringement before being passed to the client and checked by native English speakers to ensure fluency.

Every idea is policed by a complex system of copyright protection and digital date-stamps, while only subscribers are allowed to see the work.

Clients are helped through the pitching and purchasing processes by OpenAd.net's dedicated client service executives. Once work has been bought on license – either for 12 months or in perpetuity - it is up to clients to decide how they want to produce a finished campaign, whether by using an existing ad agency or the creative who came up with the idea.

OpenAd.net's Marketing Manager EMEA Tamara Stader, said: "The Middle East is an exciting new market for OpenAd.net and we are looking forward to meeting local business people at the IAA conference. OpenAd.net is bound to give them access to the largest creative department in the world and some of the best brains in the business."

**For more information, please call Michele Martin on 00 44 7971 266787 or Tamara Stader on 00 386 31 571 156.**

*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.*