



PRESS RELEASE

**ARGENTINEAN CREATIVE TAKES TOP PRIZE IN OPENAD.NET COMPETITION**

An Argentinean creative has won top prize in a competition run by OpenAd.net, the world's first company selling advertising ideas on the internet.

Argentinean Mariano Legname pocketed \$1000 US as the winner of a contest to get people to read more books.

His idea - "Read It" - played on the idea that reading the book is often better than seeing the same story as a movie.

The competition was held by OpenAd.net to stimulate thinking amongst its on-line community of 5000 creatives in 102 countries, who are all signed up to submit work.

All entries have been posted on the company's OpenShow Gallery – a copyright-policed area, where clients can look at original advertising, design and marketing ideas under 14 sector categories. If they see something that suits their business needs, they can buy it under license for 12 months or in perpetuity – earning even more money for the creative.

Mariano was born in Buenos Aires and has been an art director in BBDO/Argentina since 2001, working on accounts such as Nike and Pepsi.

He said he was delighted to win, adding: "OpenAd.net is a very good idea. It helps lots of students to get into the real advertising world which is very different from what you learn in ad schools and it keeps creative people sharp."

Jo Smith, OpenAd.net's UK general manager, said: "The standard of entries for this competition was extremely high and Mariano's win proved that Latin America produces some of our best work."

**For more information, please call Michele Martin on 00 44 7971 266787.**

**Editors' Note.**

OpenAd.net [www.openad.net](http://www.openad.net) is a unique web-based company which gives clients the chance to buy creative and advertising ideas on-line.

The service works by membership and offers clients two main facilities.

Marketers can post their own communications briefs on the OpenPitch section and wait for creatives to respond to their specific needs.

Alternatively, they can browse through the OpenShow galleries where advertising ideas and campaigns go on sale, by 14 market sectors. The galleries cover everything from food and drink to automotive.

The site has over 5000 creatives working for it in 103 countries, ranging from students to internationally-renowned creative directors. All creatives appear anonymously on the site.

The cost of a standard membership, including access to one category and one pitch competition for one user, is 3,000 USD, with ideas bought in addition under license.

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, 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.

The service was trialled last year mainly in Europe and was so successful that it received considerable re-investment in Christmas 2005. The website was relaunched in January 2006 with a worldwide marketing push for the first time.

It is expected to appeal initially to small and medium-sized clients whose budgets are not always large enough to demand the full attentions of a large advertising agency.

However, a number of blue chip companies have already expressed interest, both for main brands and to promote smaller names in a portfolio, which might otherwise get overlooked.