



PRESS RELEASE

REVOLUTIONARY IDEAS COMPANY ADDRESSES ONLINE MARKETING EUROPE CONFERENCE

OpenAd.net – the world’s first company selling creative ideas on-line – will present its services to delegates at this year’s “Online Marketing Europe” conference in Palma de Mallorca.

OpenAd.net’s Iberoamerican Marketing Projects Manager, Ignacio Escriche Rubio, will be one of the speakers at the event, which takes place from 14 -16 June 2006.

The web-based service puts clients in touch with an on-line community of 5000 creatives in 103 countries selling advertising, marketing and design ideas.

Companies looking for their next big brand strategy can become OpenAd.net members for as little as \$3000 US and buy work in two ways. They can either hold their own pitch by posting a brief on-line, or by looking at the site’s Gallery, which shows work under 14 categories.

Prices for all ideas are set by the creatives, often using OpenAd.net’s own standard pricing system. Clients buy them under license for either 12 months or in perpetuity.

OpenAd.net’s presentation takes place in Sala Ramon Llull at 16:00h on June 15.

Around 40 speakers will address “Online Marketing Europe” about a range of subjects, including overall trends in the industry, e-mail and search engine marketing and online solutions for the tourism sector.

Other participants include MSN, Yahoo!, 24/7 Real Media and Daimler Chrysler.

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

Editors' Note.

OpenAd.net 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 and wait for creatives to respond to their specific needs.

Alternatively, they can browse through the Gallery where advertising ideas and campaigns go on sale, by 14 market sectors. The gallery covers 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.

Every idea is policed by a complex system of copyright protection and digital date-stamps, while only members 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 they are 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. They include DaimlerChrysler, Chiquita and EMAP Publishing.