



## **NEW EUROPE'S BIGGEST ADVERTISING FESTIVAL HOSTS THE SECOND OPENAD GOLDEN DRUM IDEA COMPETITION**

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After a successful launch last year, OpenAd has partnered once again with the prestigious Golden Drum festival in the second OpenAd Golden Drum Idea Competition. For the fourteenth year running Golden Drum's setting will be in Portoroz on the Adriatic coast between 14 and 19 October.

Golden Drum is not just a five-day gathering but considered to be New Europe's most famous advertising event of the year that has over its history hosted renowned advertising professionals and attracted jurors such as Michael Conrad, Donald Gunn, Bob Isherwood, Sebastian Turner, Milka Pogliani, David Droga, and many others. The event is denoted by an extremely hospital note trying to break the geographical, social and cultural barriers in the advertising world. It is therefore natural that OpenAd, the world's biggest creative department, has decided again to go hand in hand with Golden Drum and offer creatives worldwide a chance to compete head to head with some of the best creative minds in the industry.

Ideas that are eligible for OpenAd Golden Drum Idea Competition must be original, unbranded and previously unpublished (uncommissioned) and fit one of the three competition categories: TV, Print and Web Design. Freelancers or advertising agencies that will submit their ideas online via [www.openad.net](http://www.openad.net) by September 10 will have the chance to compete for OpenAd TV, OpenAd Print and OpenAd Web design awards as well as the OpenAd Golden Drum Big Idea award against some of Europe's top creatives. The four finalists will receive award plaques and delegate passes to the festival and see their ideas displayed throughout the festival week.

The president of this year's competition jury is **Antón Rafa**, creative director at Leo Burnett Madrid and this year's president of the Spanish Club de Creativos, accompanied by three other elite judges: **Peter Harold**, former Art director and Creative Director for some of London's most successful advertising agencies including DDB, BMP, Ogilvy & Mather and WCRS currently working as a freelancer, **Fabiana Renault**, Director at the Escuela Superior de Creativos Publicitarios and the manager at her own Creative Consulting Office, Renault y Asociados, and **Malika Rodrigues**, editor of Brand Equity published by The Economic Times India.

Authors of the submitted ideas can also look forward to the opportunity of selling their work to clients, as all entries, except for the shortlisted ones will be transferred to the OpenAd.net's online sales Gallery at the close of the competition.

Nina Dinjaski, OpenAd's business development director, said: "We're very excited about this year's competition. Last year, there was an abundance of amazing ideas submitted, and this year, we're expecting an even fiercer competition with entries already coming in well before the deadline. We pride ourselves on giving our creatives (freelance and agency employed) around the world access to competing against the best industry professionals and showcasing their work at festivals such as Golden Drum."

For further information please visit <http://www.openad.net/goldendrum/> or contact:

Andreja Krašna,

PR department, OpenAd.net

Telephone: +386 31 312 919

E-mail: [andreja.krasna@openad.net](mailto:andreja.krasna@openad.net)

**Editors' Note.**

OpenAd.net ([www.openad.net](http://www.openad.net)) is a young, dynamic company set to change forever how advertisers buy creative work.

*It gives clients and agency creative directors alike the chance to buy advertising, design and marketing ideas on-line by taking out membership costing from \$3,000 - \$100,000.*

*This gives access to two types of service – either the Gallery, where creatives offer original ideas for sale by 14 market categories. Or an online pitch facility, where members can post briefs. An average brief generates 20-100 replies.*

*The site has over 8,500 creative subscribers in 122 countries, ranging from students to internationally-renowned creative directors, freelancers and agency staff. All creatives appear anonymously on the site.*

*Members can acquire work they like under license either for twelve months or in perpetuity. All work is checked for fluency by a native English speaker before the client sees it and the company enforces a strict system of copyright protection and digital date-stamping.*

*And because OpenAd is a broker rather than an ad agency, members can turn their ideas into a finished campaign with outside partners, such as an existing agency or the OpenAd.net creative who invented it.*

*Membership is free for creatives, to ensure that a client's project has the greatest number of people working on it at any one time.*

*OpenAd.net makes its profits by taking a straight 22.5 per cent fee on deals brokered.*

*OpenAd.net launched worldwide last year after three years of development and now has offices in the UK, Switzerland and Slovenia as well as a presence in the US, Australia, Dubai, Holland and Latin America. Its parent company, OpenAd AG CH, is majority-owned by Slovenian holding company Istrabenz ([www.istrabenz.si](http://www.istrabenz.si)).*