

PRESS RELEASE

INTRODUCING THE FIRST 'OPENAD GOLDEN DRUM BIG IDEA' AWARD

4 July 2006: **Creatives can compete for a new Golden Drum festival award, held in partnership with OpenAd.**



We have joined forces with the respected international ad festival to launch a new contest for the best unpublished creative idea, OpenAd Golden Drum Idea competition. Golden Drum 2006 will take place in Portoroz on the Adriatic coast between 1 and 6 October.

Entries qualify for the award if they are original, unbranded and previously unpublished.

All shortlisted entries will also be displayed at the festival, which attracts delegates from all over New Europe, including the Baltic States, Turkey and Russia.

Entries need to fit one of seven market categories: food and non-alcoholic beverages; cars and vehicles; personal care; media, entertainment and broadcasting; financial and insurance; corporate identity and B2B and social awareness.

The overall winner will be chosen from the three competition groups – TV, print and design, and will win the 'OpenAd Golden Drum Big Idea' award. Best TV ad, best print ad and best design idea will also be awarded. All four finalists will receive an award plaque plus free delegate passes to the festival.

The competition jury will be presided over by **Mick Devito**, creative consultant and former creative director and co-founder of Partners BDDH, and will include **Joakim Jonason**, former international creative director of the Scholz & Friends Group, two times Cannes Grand Prix winner, renowned for his work for Diesel, **Juraj Vaculik**, creative director at Vaculik Advertising in Slovakia famous for his contribution in design, and **Hando Sinisalu**, managing partner of Best Marketing magazine in Estonia.

Entries that do not win will go on sale to clients in OpenAd's Gallery.

OpenAd is a web-based company where over 5,000 creatives in 104 countries already sell their original unpublished work direct to clients.

More information on how to enter is available on www.openad.net, where entries can be uploaded from 15 July onwards.

Nina Dinjaski, OpenAd's business development manager, said: "We are delighted to be co-hosting a competition at the prestigious Golden Drum festival. Creatives often do their best work when not restricted by a brief and we are confident that this award will produce excellent ideas, many of which will be available for clients to buy on this website soon afterwards."

A brief note on OpenAd.net

OpenAd.net (www.openad.net) is a unique web-based company which gives clients the chance to buy advertising, design and marketing 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 5,000 creatives working for it in 104 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 around £1,600 (\$3,000 US), 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 members are allowed to see the work.