



Brands turn to 'crowdsourced' creativity to maximize marketing dollars

BootB signs up 10,000 talents: the most powerful creative department in the world

Denver, December 4th, 2008: www.BootB.com, the online marketing agency, today announces that it has 10,000 'creators' actively solving the marketing briefs of its clients.

Launched less than one year ago, BootB is proving to be one of the winners in the current economic climate, with brands finding it to be a more efficient way of generating winning marketing, advertising, public relations, design, new product development and other creative solutions than the traditional agency model.

BootB has already won contracts from many [world leading brands](#) including **Clearasil** (Reckitt Benckiser), **UNICEF**, **New Holland** (Fiat Group), **Disneyland**, **LEGO**, **Alpenliebe** (Perfetti Van Melle) and **Grazia** (Mondadori) among others.

What is BootB?

BootB is an online marketplace which enables brands to post a marketing, advertising, PR or creative brief, and engage the imaginations of a dedicated global creative community. The brand sets the budget, the brief, the timeframe – and over 10,000 creators from over 100 countries speaking in 12 languages work to come up with the winning solution.

Pier Ludovico Bancale, BootB Founder said, "Times of great difficulty inspire great creativity – and this financial crisis is sparking a revolution in the creative industry. 'Be Out Of The Box' (BootB) is faster, more vibrant, creative, inclusive, powerful, fun to be a part of - and ultimately more valuable than the traditional agency way of doing things."

Mads Nipper, LEGO Executive VP, Markets & Products [comments](#), "BootB is one of the most exciting projects I have come across for years. It holds fantastic potential to open an entire world of creative talent to companies like ours that work with creativity as a core brand value."

The BootB service provides marketers with:

- Creative solutions to problems ranging from advertising to industrial design, from PR to pure innovations ideas and everything in between
- A community of marketing talent from top agencies, universities, freelances and more
 - 10,000 creators
 - 12 most commonly used languages
 - 116 countries
- Complete budget control - no price lists
- Guaranteed to meet deadlines
- Complete confidentiality reassurance
- Help writing the brief (if required)

You can **read more** about BootB on the www.BootB.com website and in the [BootB Blog](#).

CONTACT:

For more information about BootB, to try the platform or to schedule an interview with the BootB founder and CEO Pier Ludovico Bancale, please visit www.BootB.com or write to info @ BootB . com