



## The Most Innovative Advertising Tool Launched in the Netherlands

Global .com Company goes local first with [www.BootB.nl](http://www.BootB.nl)

*(June 2, 2009)* The Netherlands will be the first European market where BootB ([www.BootB.com](http://www.BootB.com)) -the worldwide online marketplace for creativity, born in the Silicon Valley- is going to have a partner, targeting both brand owners and creative houses.

"After being at the top for many years, the creativity market and advertising, in particular, is dying in the Netherlands", said Steven ter Horst, Partner of BootB for the Benelux region. "Small, middle and large enterprises are in trouble. The old and traditional advertising agencies decided to meet at the 'Time for Heroes' event to bring back creativity in their offices. But how can we be the most creative on the planet? I think the way is to bring the most creative talents in the world to work with our agencies and for our companies".

BootB uses its own crowdsourcing model to disengage global internet resources for Creativity. On one hand, brand owners can publish their briefings easily online to collect in a fast and an efficient way numerous creative ideas and solutions for all their marketing challenges. On the other hand, everyone with a creative talent can participate to any briefing, published on BootB.

"In today's world solutions come from innovation. BootB is the innovative solution that will make the creative process more efficient", Pier Ludovico Bancale -BootB founder and CEO- commented: "The Netherlands is the top country in the world in terms of propensity to freedom and innovation. That's why it's the country which nowadays can benefit the most from BootB".

Some big names like Auchan, Clearasil, Disney, EMI Music, Ferrero, Lego, Unicef, Peugeot and 20<sup>th</sup> Century Fox have already found via BootB new, refreshing and creative ideas that varied from outdoor campaigns to print ads and tv spots, from PR concepts to promotions and events, from new logos to packaging and industrial design.

BootB now is available in 14 languages (including Dutch :)

You are welcome to register for free on [www.BootB.nl](http://www.BootB.nl) and to become a part of the largest advertising agency in the world! The BootB's revolutionary approach will change the traditional advertising world for once and all.

For more information, interviews or pictures, you can contact Steven ter Horst on [s.terhorst@BootB.com](mailto:s.terhorst@BootB.com) or Pier Ludovico Bancale on [info@BootB.com](mailto:info@BootB.com)