



Welcome to the Republic of Unlimited Creativity!

Here are some short instructions for you, the Creator:

1. Go to www.BootB.com.
2. Register. The link to the registration is at the top-right corner of the Home Page. On the Registration page, you must fill in all mandatory fields and to agree with Terms & Conditions and Privacy Policy. After your registration is confirmed, you will receive an e-mail with an activation link. It will lead you to the Home Page, where you can log in to the BootB site.
3. When you log in for the first time you will be asked to provide information about yourself in your Profile. It's not obligatory, but it's highly recommended. Why? Because this will let you have a more personalized interface. In your profile you can write summary about yourself, your e-mail address, ICQ... you can even upload an avatar and more! This information will be seen (if you tick this field as viewable when you review what you wrote) by everyone who clicks on your BootB name (your nickname).
4. The Blackboard is your home in the BootB Republic, where you have everything necessary to live and create o.o.t.B. [out of the Box]. After you find Briefs that will be interesting for you, you can "Put [them] in the Box" and you will always see them on your Blackboard, unless you decide to "Take [them] out of the Box".
5. When you view your Blackboard for the first time, you have no chosen Briefs here, but on the left side of the screen you will see the Top Budget Brief and the Republic's Choice Brief. However, these Briefs have not yet been chosen by you. If you find any Brief interesting, you can put it on your Blackboard (i.e., take it into work) by clicking on the button "Put in the Box". That button can be found on each Brief's Description page.
6. In order to give you opportunity to be informed about all important steps happening with the Briefs you've chosen or about new services available in the Republic, BootB has implemented the Alert system. You always be able to see the two most recent Alerts on your Blackboard. You will also get all Alerts in your e-mail inbox.
7. Browse All Briefs in the system. There's an "All Briefs" link which leads to page where all Briefs are listed.
8. From any page that contains Briefs, you can go to the Brief Description page to read more information about a Brief that interests you. To do this, just click on "Brief Title". On the Brief Description page, you can learn much more about the Brief and about the Builder who published that Brief (unless the Builder chose to publish it in "blind" mode, in which case, of course, you won't be able to see the Builder's information). You can publish your Solutions by clicking on the button that says "Publish Solution". You can also read or add comments to this Brief (sharing creative comments is more than welcome in the Republic of Unlimited Creativity :)
9. Each Brief has a general information section, as well as the body. The body consists of 8 steps. You can find details about the Brief's structure in the BootB Brief Manual – just click "Manual in PDF" link on Brief Description Page.
10. On Brief Description page you will find the "Publish Solution" button, which leads you to the Publish Solution page. Here, you will fill in the Solution Title, a Summary consisting of no more than 500 characters about your Solution (not the Solution itself :), mark the language of your Solution (if the Builder accepts Solutions in multiple languages) and attach any applicable files. Please, be sure that files you attach can be opened by common software (e.g., it is bad idea to publish only PSD/CMYK files without JPG/RGB preview files). When you publish your Solution, you have to accept the Creator's Agreement and provide your payment details (unfortunately, there are even legal details in the BootB Republic). Once you publish your Solution, you can't delete or edit it in any way. The Builder will see your solution and its identification number, automatically generated by the BootB system. The Builder cannot see your BootB name until the moment you win. In this way, the Builder will not be influenced by the origin of the solution (and a student from Africa can have the same chance to win as the top ad agency in New York City).



11. Usually a Brand Builder needs up to 7 days to choose a Winner. But sometimes it can take more time (when the final choice is made you will receive an e-mail). If the Builder doesn't like any Solution provided, they can give you a second chance to refine what you've created. In any case, sometime shortly after the Deadline has passed, you'll get a message with information about the Winner (hopefully you! :), or if the Builder is giving you the chance to give your submission another try.
12. When a winner is chosen, a line in will appear in the Brief description with the Nickname of the Winner. In case you're the Winner, the Project you've just won will be highlighted in green with a creative lamp icon. Do not forget to click on it! :) In order to finish the process, you have to click on the "You win!!!" link, to confirm the manner in which you prefer to be paid.
13. You can also:
 - Browse all "static" pages with different information about BootB. You can find links at the bottom of each page on www.BootB.com - the official site of the BootB Republic :)