

## Il caso del portale BootB

# Creativity blossoms online

**Paola Bottelli**

Medusa Films has used its services to find a title for its new movie - "Tutto l'amore del mondo" starring Nicola Vaporidis, a teenagers' idol. The winning solution stood out from 1455 propositions and it belongs to a Creator coming from a small town of the Foggia Province, Italy.

Creom, a Swedish cosmetics producer, was looking for a new logo design and packaging. The most inspired solution belonged to the owner of a small studio in Jakarta. Moreover, Croissant de Paris was aiming at opening a brioche chain in Russia and the brand name was designed in Cairo by a professional that has never studied visual art.

Last but not least, the headquarters of Emi Music, a world giant, wanted to discover new ways to market its impressive catalogue and it has reached its goal thanks to a McKinsey consultant from Barcelona, who invented a new retailing system, still maintained secret as we speak.

So, welcome to BootB, the first search engine for creativity. It's borderless and multicultural and it was introduced in Milan by its founder, Pier Ludovico Bancale - former manager of Johnson&Johnson, Colgate Palmolive and l'Oreal - who developed it in San Francisco along with a Russian team of technicians. "On the website, available in 14 languages - explains Bancale, CEO and

major shareholder with 58% of BootB - there are more than 15,000 sellers of creativity coming from 132 countries; 2000 of them are represented by classic ad & marketing agencies and the rest are free-lance and creative talents from all over the world with an average age of 28 years old. Here they all have the opportunity to be part of competitions launched by big brands like Auchan, Disney, Ferrero, Lego, New Holland, Peugeot, Unicef, 20th Centuries Fox or by SME that cannot afford to contract major players of the advertising field. On average each pitch receives 175 solutions, a situation impossible to replicate in a normal offline creative contest."

Till today, allocated budgets

have ranged from USD 1,000-100,000; a 20% commission stays with BootB who supports its clients during the screening process. "Actually it did happen to have classic agencies using our website as an outsourcing tool to reduce fixed costs -ads Bancale"

Several Italian entrepreneurs are supporting the project, starting with Francesco Trapani, CEO of Bulgari, owning 18% of the shares assuring him the second shareholder position. "BootB makes possible to reach the unlimited wisdom of the crowd via Web" - says Trapani.

"An idea as simple as it genius" -ads Matteo Marzotto, Enit president while Mauro Guzzini sees in the BootB project "a chance for the made in Italy not to miss out any other opportunities, like in the case of the only pizza chain in the world being a US based business."

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