



MySQL NYC World Tour

Harness the Power of MySQL.

When: Wednesday, June 18, 2008
Time: 5:30 p.m.
Where: web2zone
 54 Cooper Square
 between 4th & 3rd Ave
 New York NY, 10003
 (212) 614-7300

What happens when the world's most popular open source database joins the world's largest contributor to open source communities? The possibilities are limitless -- the opportunities are defined only by your own innovative boundaries.

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BootB Leads Global Revolution in Advertising Industry

New York -

Top Brands Use BootB to Solicit Public for New Ad Concepts

NEW YORK -- A new online marketplace for the creative services industry launches today. [BootB](#) allows anyone anywhere in the world to respond to the creative briefs of major organizations and be paid professional fees for their ideas. Already, BootB has secured agreements with some of the world's top brands, such as Auchan, Ferrero, Lego and Peugeot.

The website, www.BootB.com, is the brainchild of Pier Ludovico Bancale. He said, "The world is full of creative people -- especially children - but most of them have no outlet for their ideas. [BootB](#) gives individuals access to a lucrative market where they can win business from top brands. The creative world, thanks to [BootB](#), is now open for business."

Martin Lindstrom, internationally renowned branding expert and adviser to [BootB](#), believes brand owners will benefit from opening up channels to wider creative resources. He believes the concept of 'unlimited creativity'™ which comes from engaging the world and not just the ad experts, will unearth the best possible creative executions and deliver maximum impact for marketing budgets.

"[BootB](#) brings creative talent and buyers together, bypassing obstacles to creative thinking and reaching across the world with 'out of the box' thinking," said Lindstrom. "[BootB](#) gives new talent an audible voice and marks the beginning of the end of the traditional advertising agency model."

It's a shock to the agency world, as Bancale explains. "For years I was client side, with L'Oreal, Johnson and Johnson and Colgate-Palmolive, and I was so frustrated with the lack of creativity shown by the typical agencies. I have been speaking with brand owners all over the world, and I'm not alone in my frustrations. Everyone I have spoken to about BootB is excited about the launch. We're gathering creativity from around the world and delivering it to the big brands who will value it most."

Anyone, anywhere with a creative impulse is invited to respond to the creative briefs placed on www.BootB.com by major advertisers. Children and housewives in Marrakesh are as eligible as ad execs on Madison Avenue.

How does it work?

- The briefs will be published on the site in 12 languages, thus reaching 95 percent of the global population and giving brand builders access to creative solutions from people around the world.
- BootB is already working with some of the world's biggest brands, people who realize that not all the

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best ideas come from the great marketing conglomerates in New York or London.

Fees & Integrity

- For every brief published there is a budget tied to it. This is provided via an ESCROW account so the client does not lose interest on that amount. And with the budget already covered, payment for each brief is secured in advance.
- BootB pays 90 percent of the budget to the person who submits the chosen concept.
- The website is SSL encrypted to ensure the integrity of the ideas. Additionally, the registration process sets up a legally binding contract between the creators and BootB stating that all ideas remain the creator's property until a client buys the idea.

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