

Do-It-Yourself Advertising?

Tomorrow we shall launch on the Web a new way of understanding advertising. From tomorrow onward, **Digital+** will introduce society to **notodopublifest.com**, the first advertising Festival made exclusively by consumers. This Festival, accessible either at its website (www.notodopublifest.com) or through **plus.es**, emerges with a vocation to defend a new way of understanding advertising. As of tomorrow, this revolutionary project from **Notodo.com** and **Digital+**, which is directed by **Quico Vidal**, will represent the best of news for all those who make and devote themselves to advertising and all those who take in their ads and enjoy them.

Ideas are the only important thing for **notodopublifest.com**: great ideas.

The rest is up to the brands that back this festival and comprise the different contest categories: **Iberdrola**, **Amena**, **EL PAÍS**, **Ford**, **Font Vella Go!**, **Mahou** and **J&B**. Seven heavyweight players in Spain have decided to use **notodopublifest.com** to place their advertising and campaigns in the hands of the multimedia world's creative talent, in the hands of anyone who has been concealing good ideas and watching them mature.

All that's required is to enter the Festival website (www.notodopublifest.com), visit the section devoted to each brand and then read the briefing each brand has provided for its new campaigns. Then all you have to do is invent a great spot following these guidelines, shoot it, send it by email before **15 April** and be lucky. Lucky enough to be well received by the Festival jury, which, by the way, is simply spectacular.

Carlos Anuncibay, Executive Creative Director of Saatchi & Saatchi in Spain; **Carlos Bayala**, Executive Creative Director of Wieden+Kennedy; **Andreu Buenafuente**, Director of the El Terrat television production company; **Javier Cansado**, a very unique comedian; and **Javier Mariscal**, an impossible to define artist with proven talent in graphic design and painting. They will be the judges of this first edition of **notodopublifest.com** and furthermore **some of them – as well as other Number Ones in Spanish advertising – will prepare their very own spots for the Festival**, although, of course, they will not compete.

The reward: more than **55,000 euros in prizes** and **up to 27,000 euros for the top winner**. Prizes include a **Jury Grand Prize** of **9,000 euros**; **Jury Prizes for the Best Spot per Brand** at **6,000 euros each**; the **Audience Prize** worth **3,000 euros**; and the **“It's Not My Fault. Making an ad isn't all that easy”** Prize, worth **1,500 euros**.

Notopublifest.com takes off tomorrow. The Web will welcome this dynamic interactive festival in which each individual can determine the whys and wherefores of his/her own advertising: the advertising he/she would like to see. There are only two requirements: **the spot cannot last longer than 60 seconds (an optional maximum 20-second version can also be submitted) and it should not exceed 1.5 Mb**. Internauts send their ads to the brands, the Festival shows them and then the jury decides. But that's not all; **notodopublifest.com** goes one step further. **All ads submitted that last 20 seconds or less can be downloaded from Amena mobile phones and forwarded to other multimedia terminals.**

We'll exchange talent for prizes

Up to 27,000 euros for one good idea. As of tomorrow, **notodopublifest.com** declares the hunting season open for advertising talent and proposes a bounty comprising four award categories:

To begin, **Jury Prizes for the Best Spot per Brand**; each of the seven prizes is endowed with **6,000 euros**. And then, the juicy **Jury Grand Prize** of **9,000 euros** honouring the best advertisement in the whole contest, followed by the **Audience Prize**, worth **3,000 euros**, and the **"It's Not My Fault. Making an ad isn't all that easy"** Prize in which internautes award **1,500 euros** to the spot that in their judgement takes the cake for the most flagrant and shameless advertising ineptness.

These are the rewards that **notopublifest.com**, the first advertising festival made by consumers, gives for the public's creativity and audacity. This is a challenge for internautes and a welcome responsibility for a very distinguished jury with wide experience in the universe of ideas: **Carlos Anuncibay, Carlos Bayala, Andreu Buenafuente, Javier Cansado, and Javier Mariscal.**

it all fits

As of today, advertising viewers stop being passive. The time has come to intervene, to create and to enter a world that until now has been restricted to agencies, designers and copywriters. **notodopublifest.com** believes that advertising as we know it needs a push in the right direction. Therefore, we have invented a pioneer festival that, once born, is eager to grow for many reasons:

notodopublifest.com is a new medium, an innovative form of dialogue between brands and their consumers; a Web festival in which brands stop showing ads and consumers stop taking them in.

Now it's the consumers' turn to decide what campaign they want.

Notodopublifest.com is a new and entertaining research tool. The time has come for consumers to show how they want brands to address them. notodopublifest.com is an authentic public opinion laboratory, and these opinions will spread quickly via e-mail and Amena mobile phones. notodopublifest.com is the great festival of creativity and ideas, a space that uses the Web's speed and overwhelming dimensions to exhibit internet talent. It's a door that is now open for those who have something to say or to change in the advertising world.

You don't have to be an advertising expert to enrich the mixture of business and culture that configures advertising's changing universe. You only have to have ideas, decide to share them and launch them into the multimedia world.

Iberdrola, J&B, EL PAÍS, Ford, Amena, Mahou and Font Vella, the seven great brands in this first edition of notopublifest.com, understood immediately that this pioneering festival - which appears following the unquestionable success of notodofilmfest.com - could provide easy access to pure talent, first-hand consumer information and dizzyingly innovative marketing.

They are notopublifest.com's seven spearheads. The rest is up to cybertalent.

notodopublifest.com rules

About the Festival

- notodopublifest.com is an advertising festival made by consumers in which certain brands give the internet public the chance to create spots in accordance with the briefings they provide. These brands are Amena, FontVella Go!, EL PAÍS, Ford, Iberdrola, J&B and Mahou, and their briefings are available in each brand's Projection Room at the Festival website.
- All spots submitted have to pass a filter that guarantees the ads comply with one basic rule: to enhance and empower the brand image.
- The Festival organisation shall decide which spots meet the selection requirements and which do not.

The requirements

- Participants can send as many spots as they wish. Pieces by one single author, group pieces or pieces presented under a pseudonym will be admitted, but under no circumstances will the Festival recognise authorship by a company or commercial entity.
- The spots can be part of a series, but each one has to stand on its own. notodopublifest.com is a festival for spots, not campaigns. Participants must fill out a form in the www.notodopublifest.com website stating their full name, e-mail address, contact telephone number, the name of the spot file(s), the title of the spot, the brand for which it is submitted, length, size in Mb and attaching two spot stills.
- The spot should last a maximum of 60 seconds. Optionally, a short version of the spot (20 seconds or less) can be submitted for sending via Amena mobile phones. The reduced version will always be optional. In addition to providing the data required on the form, participants must send their work to info@notodopublifest.com by e-mail.

To be more specific

- The spot submitted must be original and unpublished. It should always reinforce the image of the brand chosen by the participant. In fact, it should follow the brand briefing as closely as possible.
- Participants must add to their spots two opening screens or curtains, which are available at www.notodo.com/publifest/pantalla/htm o en plus.es (www.plus.es)
- The spot submitted may not be more than 1.5 Mb including these screens or curtains.

Timeframe

The period for submitting spots begins tomorrow, 27 February, and ends on 15 April. Notodo.com has created for notodopublifest.com a Selection Committee that will decide which spots are accepted. They will then be posted in the Projection Room the Festival has prepared for each of the seven brands.

*Detailed contest rules are available on the Festival website: www.notodopublifest.com

a prestigious jury

Five big names back this **first edition of notodopublifest.com**. They are our jury members and the point of reference for this innovative competition which **Digital+** and **Notodo.com** have launched, under the direction of adman **Quico Vidal**. A new creature has appeared on the advertising stage and five heavyweights in Spain's advertising and ideas world are watching it from the wings:

Carlos Anuncibay. Today, he is the Executive Creative Director of Saatchi & Saatchi in Spain. "Yesterday", he went to England where he became one of the most important art directors in recent years. He won his place in the big time with Saatchi & Saatchi campaigns for brands such as Silk Cut, British Airways and the British Conservative Party. A fantastic example for those who are just beginning.

Carlos Bayala. This Argentinean is now Executive Creative Director for Wieden+Kennedy Amsterdam, the company in charge of designing Nike campaigns, among others. His specialities: destroying stereotypes and bringing advertising very close to the public at large.

Andreu Buenafuente. In his world, which is audiovisuals, Buenafuente does everything: for example, he is a journalist, writer, radio announcer and television presenter and producer. He has worked twenty years in Cadena Ser, participated in Alfonso Arús's "Al Ataque" show, and made his solo TV debut with "Sense Títol". "La cosa nostra" and "Una altra cosa", which are the TV creations of his production company El Terrat, prove that in television, intelligence is compatible with good audience ratings.

Javier Cansado. He is and will always be one-half of the legendary comic duo Faemine and Cansado, which invented a humour mid-way between intelligence and absurdity. He is and will always be the result of twenty years of his own surrealist, intellectual and very funny universe. Javier Cansado has made regular appearances on the stage and in cinema, television, radio, the press and publishing. His current contributions to "La Ventana" and his programme "De nueve a nueve y media" – both on the Ser radio station - are good proof of this.

Javier Mariscal. It is impossible to classify this famous Valencian artist. He has triumphed in graphic and industrial design, making comics, and as a painter and interior designer. In all these spheres, Javier Mariscal has left his own very personal visiting card. His multiple works include several illustrations for the cover of The New Yorker magazine, Barcelona 92's famous "Cobi", "Twipsy", the mascot for Expo 2000 in Hannover, and the image for Madrid 2002. Mariscal is totally unique.

A festival directed by Quico Vidal

Vidal studied Industrial Sociology at Madrid's Complutense University and then Marketing and the Sociology of Consumption and he collaborated regularly with graphic designers. Later, he began to publish in the press in Mallorca, his home region, and began his career as an advertising designer (in J. Walter Thompson, IMP and D'Arcy). Next, he managed the creativity for Camper shoes during a key moment in the product's international expansion. And everything went so well that he became General Creative Director for the TBWA Agency, where he managed campaigns for brands such as Playstation, UNICEF, Michelin, Haagen Dazs, McDonalds and Paramount. He flirts with abstract sculpture and has a blind faith in ideas. His latest adventure is to direct this new Internet creature, notodopublifest.com, which is about to turn advertising upside down.

Our ideology

Advertising communication plays an increasingly important role in structuring our culture. Relationships, feelings, and social and microsocial changes are guided more and more by the discourse of commercial creativity. If we consider its broadest anthropological interpretation, contemporary culture (understood as a way of life, a world view and an ideological configuration) unquestionably owes a great deal to advertisements.

Advertising creates and recreates the world. It listens and proclaims, copies and transforms. Yet it also invents because it discovers, publishes, and publicly verifies as part of society things that otherwise would go unnoticed. There is no doubt that it generates what we call "the world". Love, food, houses, money, objects, desire, needs, so many things we all feel are our own, totally unique and the grounds for our identity, would not mean what they do to us without having been efficiently shaped by advertising; without, let's face it, advertising's creative action.

That's why we like advertising. Because it resembles artistic (and political and divine) work. Because we see it as an opaque, unknown and still unexploited player in our cultural scenario. If advertising is so relevant, so close and intimate for everyone, let's put it in the spotlight. Let's talk about it, play with it and take part in it. These days we can all be artists, celebrities, millionaires or winners, but what will happen if we try to be advertising designers? Perhaps everything or nothing. So why not try?

After all, interests do exist and are universally shared. The brands are out there looking for ideas and new ways to relate with their consumers. The advertising industry wants society to value the

importance of ideas; it wants its work to be appreciated. It wants the public to know the industry better, to like it better. And it seeks fair recognition for the efforts this great industry is making to keep consumption, the economy and even a certain social cohesion alive. And in notodopublifest.com, consumers, creators and citizens have a chance to intervene, to create, to gain access, even if through the back door and virtually, to a great simulacrum (with real ammunition) of this world in which nothing is worth more than a great idea, which has no intention other than playing at inventing, creating, forming culture and competing for prizes that try to make of this festival a race well worth entering.

Actually, however, we do not aspire to that much. We'll be content just to have given birth to a new and intriguing popular communication event that is simple, easy, and, if the gods permit, entertaining. Let's all play at making ads. Let's offer anyone who is willing the chance to create and play a very serious game.

We've probably left something out, but that is often just what great advertising is all about: showing us day by day that there is still something left to say.