

Project Name: BILD DIR DEINE WERBUNG

After the successful establishment of the 1414 reader reporters, “BILD Dir Deine Werbung” is the logical continuation of the user-generated content approach.

In February 2009, BILD, under the slogan “BILD DIR DEINE WERBUNG” (make you own advertising) called on all readers, advertising agencies, students and creative artists to participate in Germany’s biggest advertising pitch. For the first time, everyone could develop his own advertising ideas for BILD and submit them officially. All creative entries could be uploaded directly via the Internet site of [www.bild.de](http://www.bild.de) or [www.bilddirdeinewerbung.de](http://www.bilddirdeinewerbung.de).

The principle of so-called “user-generated advertising” is very simple: Everyone can present his ideas to BILD and in this way participate in the competition of creative artists. Every day, all received ads and spots were uploaded on the Internet site where the users were able to evaluate them. Within three weeks, BILD received more than 10,000 submissions: 9581 posters, 387 videos, 478 handiwork motifs (including T shirts, Christmas decorations, paintings, etc.).

A prestigious jury comprising advertising professionals, such as Jean-Remy von Matt, Amir Kassaei, Sebastian Turner and Markus Peichl as well as BILD chief editor Kai Diekmann and BILD advertising manager Tanja Hackner, selected the best three motifs and advertising spots. The three best ideas for both ads and advertising spots were published by BILD. The winners of a category received a fee for their work: for the 1<sup>st</sup> place EUR 15,000, for 2<sup>nd</sup> place EUR 10,000 and for 3<sup>rd</sup> place EUR 5000.

**Length of action:** 17.02.2009 to 08.03.2009

**Media used:** BILD (reporting and publishing winning motifs)  
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Cinema (publishing the ad spot ideas)  
Mailing (btb)

**In addition:**

**BILD DIR DEINE WERBUNG** – exhibition of more than 1000 ads and spots in the Axel Springer Passage in Berlin from 28.05.2009 to 05.06.2009.