

12 designer

Press release

Crowdsourcing in Europe: 12designer.com steps forward

Berlin, October 14th 2009: 12designer, the online design crowdsourcing portal, is online for 8 months with an unstoppable growth that attracts public interest from mass-media.

12designer is not a year old yet, and has already spread the word of a brand new concept for the business world: **creative crowdsourcing**. For years, a client had to choose: either to pay excessive fees to an advertising agency, or to look exhaustively for a freelance designer for each project. Now, there's a third choice: to commission a project to a crowd in a creative competition. In making possible this third option, 12designer already started doing its bit.

12designer has a growing design community formed by 2200 creatives: logo specialists, brilliant webdesign talents, Naming-master copywriters... Every communication need finds an answer at 12designer. In this time, dozens of companies and enterprising businessmen have experienced this new working model advantages, and attracting too interest from mass-media all across Europe. TV-interviews in TVBerlin, press articles in Berlin Maximal, reviews in Die Zeit online version, and a dedicated section comment in 20minutos, the most read newspaper in Spain.

Antonio González Barrios, CEO Grupo Intercom: *"The fact that the most read newspaper in Spain dedicated their enterprising review section to 12designer is a huge joy for us, not just because it is a reward to our effort in creating a professional meeting point for designers and clients. It's a joy, because it's a clear confirmation that creative crowdsourcing means a radical innovation in working methods, and that its benefits will spread among every working class. And where innovation is, so will we be."*

About 12designer

www.12designer.com

Online marketplace where offers and demands of design work meet. Logos, visitcards, commercial banners, websites: clients post their projects and set a price, designers send their proposals in an open competition and client buys the one he/she likes most. Founder is Eva Missling, and 12designer is the first business developed by Grupo Intercom in Germany. German version was

online in March 2009 and Spanish version in June 2009. The 12designer team works in Berlin and Barcelona.

About Grupo Intercom

www.grupointercom.com

Grupo Intercom is the main reference in Spain in creating and developing new online businesses, specially online classifieds. During its existence, more than 40 businesses have been created in the Internet. From its very beginning, Grupo Intercom has always been well-known for its constant technological innovation and its leadership capacity to create profitable projects in different sectors. Their aim: achieve a worthwhile business model, that ensures both professional and personal fulfillment to its workers. In Grupo Intercom work 650 persons, and it's one of the 50 best working companies in Spain, according to the Great Place to Work Institute. Grupo Intercom headed towards internationalization in 2004, and their audience breaks the 580-Million page views by month mark. Their business turnover in 2008 was 34,3 M. Euros, and benefits before taxes, 8,8M Euros. The creation of Grupo Intercom Germany has an aim: to replicate the online business model in Germany with the same success as in Spain.

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