



## Press release

### Crowdsourcing spreads itself even more: 12designer offers now advertising texts

**Berlin, January 19th 2010: 12designer, the online market for design projects as creative competitions, broads its possibilities and offers a new category, “Communication and concepts”.**

After more than half a year online as a design platform, 12designer wanted to open the new year with new challenges and possibilities for our creative community. The undeniable success of our recently created category (Naming, which shall be known as the possibility of finding the perfect name for a new company or product), has inspired a logic evolution. Under the new denomination “Communication and concepts”, 12designer evolves to offer **claims and slogans** creation, and therefore, be a huge creativity portal, not just for design.

By now, around 50 companies have already trusted in 12designer to find the perfect name for their new commercial adventure, with excellent results. The obvious evolution is to offer to those same companies the **whole corporate branding process**: a good starting point with a good name, and then a pretty visualization thru a logo, and then a firm strategic positioning in the market with a slogan or a corporate claim.

**Eva Missling, CEO and 12designer founder:** *“This widening of creative spectrum was requested directly by our users. We’ve already got in the German version of 12designer a project, in which every content was made thru our website, even texts and descriptions. Now it is possible to find at 12designer every creative subject needed in a company’s marketing communication: naming, logo, little creative texts, flyer and webdesign...”*

#### About 12designer

[www.12designer.com](http://www.12designer.com)

Online marketplace where offers and demands of design work meet. Logos, visit cards, 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](http://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.

### **Press Contact 12designer.com:**

**Ralph del Valle**

[press@12designer.com](mailto:press@12designer.com)

**Tel.: +49 (0)30 609895 967**