



My Name is E and Wallpaper Advertising

Technology start-up 'My Name is E' signs advertising deal with Nalden for an innovative way of advertising.

HIGHLIGHTS

- Online business card exchanging service My Name is E launches first advertising partnership
- Nalden.net is a popular lifestyle brand and blog that introduced an innovative way of serving advertisement and creating brand engagement
- Wallpaper advertising is an innovative and unobtrusive way of connecting people to brands

FULL STORY

Amsterdam, The Netherlands-December 22, 2009

Amsterdam-based company My Name is E launched an advertising partnership with Nalden, a popular lifestyle brand and blog featuring clients such as Vodafone, Nike, Jameson and NBC Universal.

The partnership consists of an entirely new form of advertising called 'wallpaper advertising'. Wallpapers designed specifically for partnering brands by international designers are curated by Nalden and featured on My Name is E online business cards. Wallpaper advertising has been a successful strategy for the Nalden.net blog and is currently being adapted to other platforms, like My Name is E and WeTransfer.

"We aim to innovate in every way we can, and driving revenue in an unconventional approach to traditional online advertising was something we immediately became excited about," said Renato Valdés Olmos, one of E's founders. "this way, we allow brands to effectively create online brand advocates without forcing users to see commercial content."

Wallpaper advertising takes a different, unobtrusive approach to direct advertising, because users have total control over the ads. Curation by Nalden ensures that only wallpaper ads of the highest quality are displayed, so users can become online brand advocates by activating the ad on their online cards.

"I really believe in creative advertising as much as I believe in a platform like My Name is E," said Nalden. "it's fantastic working with people who are taking business to the next level!"

Wallpaper ads are displayed both in desktop environment and on mobile platforms, users can activate or deactivate them in their card settings on My Name is E.

AVAILABILITY

E is accessible to anyone for free at Mynameise.com. The online business card exchanger works with any internet-enabled smartphone.

Contact:

Renato Valdés Olmos, renato@mynameise.com

Nalden, info@nalden.net