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Freelancer.com launches world's largest and most profitable logo crowdsourcing site for designers

Freelancer.com creates the world's largest and most lucrative contest site for its 600,000 plus designers, with commissions as low as 3%

SYDNEY: June 6th, 2011 – Freelancer.com, the world's largest online outsourcing marketplace today announced the launch of the biggest and most lucrative logo crowdsourcing site in the world.

Speaking at the launch, CEO Matt Barrie said “Over 600,000 of our 2.6 million freelancers are designers, more than any other freelance or design marketplace. Combined with over 320,000 design projects completed to date, and more than 12,000 design projects being posted each month, our logo marketplace is the largest in the world. With commissions starting at only 3% for gold members, our new marketplace is also the most lucrative in the world for designers.”

Graphic design is one of the most popular categories on Freelancer.com. Of the one million plus projects that have been posted on the site, almost a third have been design-specific. The new crowdsourcing site capitalizes on this strength.

“You simply post a brief of what you want. Almost immediately, you will start getting submissions. When you’ve found the design you like, you award the winner and collect your files. The two contests we currently have running on the platform have already received over 6000 submissions, and it’s only been a week!” Matt Barrie said.

A contest puts the power into the hands of the buyer. Through crowdsourcing, you offer a prize and designers around the world compete via their entries in the contest. Contests give you options where you can view many different interpretations of possible logos or branding. No agency can compete with the diversity of choice this offers.

“If you need a logo hold a contest on Freelancer.com. We have more designers than anyone else, greater market depth and charge lower commissions resulting in higher payouts to designers. For only US\$290 you can see hundreds of great designs.”, Barrie concluded.

To launch a contest, visit <http://www.freelancer.com/contest/welcome/>

About Freelancer.com

Webby award winning Freelancer.com is the largest outsourcing marketplace in the world. Freelancer.com connects small business owners and entrepreneurs with over 2.5 million freelancers to get just about any job done. Through our website, employers can hire freelancers to work in areas such as software, writing, data entry and design right through to engineering and the sciences, sales & marketing and accounting & legal services. The average job is under US\$200, making Freelancer.com extremely cost effective for small businesses, which often need a wide variety of jobs done, but cannot justify the expense of hiring full time.



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