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## Zooppa Gives User-Generated Advertising a Spin

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Combining social networking elements with the chance to win cash, startup Zooppa is giving would-be marketers the chance to show off their skills.

The site puts a spin on user-generated content by allowing users to work with businesses to create their ads for them, Download Squad [reports](#). Businesses supply advertising briefs; what their product is, their target market, and any brand-specific design elements.

In return, the users create ads for the businesses based on the criteria they set forth. The winning entry receives a cash prize.

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