

CareerBuilder.com's New Super Bowl Ad Offers Help for Today's Job Hunters

New spot provides helpful, albeit humorous, tips for workers

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CareerBuilder.com, the U.S.'s largest online job site with over 23 million unique visitors, expects another win when it returns to the Super Bowl for the fifth consecutive year. CareerBuilder.com will debut its new 2009 marketing campaign during the third quarter of the big game with a 60-second spot. Reinforcing the company's brand and tagline -- START BUILDING -- the campaign positions CareerBuilder.com as more than a place for good jobs, but as a partner that can help job seekers build their careers.

The integrated campaign, developed by Wieden+Kennedy, includes new TV spots, print and online advertising and a viral component. All elements will incorporate CareerBuilder.com's signature use of humor, but will focus more on CareerBuilder.com as a resource for job seekers, providing useful job tips and tools. Super Bowl viewers can expect to see a koala bear, a co-worker in a Speedo and other memorable imagery to depict surefire signals that it's time to start building a better work situation and go to CareerBuilder.com today.

Post-game stats year after year prove the Super Bowl is the right investment for CareerBuilder.com. "We see a clear return on investment each year from the Super Bowl, with a multi-month surge in job seeker traffic and job applications, as well as increases in employer job postings and strengthened brand awareness," said Richard Castellini, Chief Marketing Officer at CareerBuilder.com.

In the three months following its 2008 Super Bowl advertising, CareerBuilder.com posted:

- 68 percent increase in job applications on CareerBuilder.com year over year
- 20 percent increase in CareerBuilder.com-driven channel sales year over year
- 10 percent increase in CareerBuilder.com traffic year over year

This year's campaign is building on the momentum of previous years and delivering a message that is both relevant and timely.

"We know there are a lot of people out there who are feeling anxious about the job market," said Castellini. "Our recent job forecast found that, despite a tough economy, 14 percent of employers say they will be hiring full-time employees in 2009 and additionally, 19 percent say they plan to increase their online recruitment spending. We're connecting workers with those opportunities and offering advice, with a wink and a nod, to help job seekers with some important decisions."

CareerBuilder.com is the category leader and most visited online job site in the U.S., averaging double the traffic of its largest competitor. In 2007, CareerBuilder increased its revenue lead in North America, posting \$768 million in network revenue.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.6 million jobs. Owned by Gannett Co., Inc. , Tribune Company, The McClatchy Company and Microsoft Corp. , the company offers a vast online and print network to help job seekers connect with employers. Careerbuilder.com powers the career centers for more than 1,600 partners, including 140 newspapers and leading portals such as MSN and AOL. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 28 million-plus resumes, Diversity Channel and more. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

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