

CareerBuilder.com's Chimps Return to the Super Bowl

PRNewswire
CHICAGO

Monkey business returns to the Super Bowl! CareerBuilder.com is back in the Super Bowl TV ad lineup for the second time and bringing along the popular chimpanzee stars of last year's award-winning commercials. The only dot com advertiser to sign up for the big game to date, CareerBuilder.com is running two new 30-second Super Bowl spots featuring the chimps as part of a national, year-long marketing blitz. The chimp blitz, expected to surpass last year's campaign valued at over \$200 million, supports a bold business plan aimed at producing another record year for CareerBuilder.com in revenue growth and market share gains.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060123/CGM015>)

"With the aid of the Super Bowl, last year's marketing campaign produced a 50 percent increase in brand awareness among our target audiences," said Richard Castellini, Vice President of Consumer Marketing at CareerBuilder.com. "Aside from the critical acclaim we received, the humor and message really hit home with viewers as we achieved records in overall traffic the week following the game. Viewers could relate to the feeling of working with a bunch of monkeys and recognized CareerBuilder.com as the leading source to find a better job. This year, viewers can expect to see more outrageous tales from the office as we take our campaign and outreach efforts to the next level."

The CareerBuilder.com commercials, created by Cramer-Krasselt, are scheduled to air in the second and third quarters of the Super Bowl. The spots will once again feature the perils of a human employee working in an office populated entirely by chimpanzee co-workers who have a less-than-desirable work ethic, no understanding of business and a penchant for play. The tagline remains the same as last year: "a better job awaits."

The 2006 spots will take last year's creative to new heights of off-the-wall humor, building on a story that was well-received by critics and consumers. One of CareerBuilder.com's 2005 Super Bowl spots was recently named "Funniest Commercial of the Year" in TBS's annual poll and will be included in CBS's soon-to-air "The Forty Greatest Super Bowl Commercials."

"The overwhelming response from job seekers and employers to our 2005 Super Bowl ads made it an easy decision to come back in 2006," said Matt Ferguson, CEO of CareerBuilder.com. "CareerBuilder.com was actually the first company to sign up for the 2006 Super Bowl lineup after measuring the positive impact this far-reaching venue had on our business performance. Our 2005 marketing campaign contributed to a successful year that generated a revenue increase of more than 70 percent over 2004 for the first nine months, double the industry average. We expect our marketing and sales efforts in 2006 to bring our business even greater gains in revenue and market share."

CareerBuilder.com has an eclectic marketing program planned for the New Year, blending national and grass roots promotions. It includes high profile events such as the Super Bowl, Winter Olympics and Academy Awards; primetime network and cable television flights; as well as local radio, print, interactive and stadium ads. CareerBuilder.com will also continue its mobile marketing tour, which is visiting over 40 cities as well as 140-plus college campuses. The campaign will be complemented with advertising support from its owners Tribune Company, Gannett and Knight Ridder.

In addition, CareerBuilder.com will continue to sign new marketing partnerships to power co-branded online job search centers such as those featured on America Online and MSN. CareerBuilder.com added more than 300 new partners to its network in 2005, bringing the current total to more than 800 sites that carry CareerBuilder.com's job search engine.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 20 million unique visitors and over 1 million jobs. Owned by Gannett Co., Inc., Tribune Company, and Knight Ridder, Inc., 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 800 partners that reach national, local, industry and niche audiences. These include more than 170 newspapers and leading portals such as America Online and MSN. The nation's top employers take advantage of CareerBuilder.com's easy job postings, 15 million-plus resumes, Diversity Channel and more. Millions of job seekers visit the site every month to search for opportunities by industry, location, company and job type, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.com products and services, visit <http://www.careerbuilder.com/>.

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