CareerBuilder.com Returns to the Super Bowl and Launches National Marketing Campaign to Help Workers 'Start Building'

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CareerBuilder.com, the U.S.'s largest online job site, is returning to the Super Bowl ad lineup for the fourth consecutive year with two 30-second spots and is offering a sneak peek into a bigger, bolder creative campaign. With spots appearing in the second and third quarters of the big game, CareerBuilder.com will kick off a fully-integrated, national campaign valued at over $250 million, which encompasses everything from the national airwaves to "unhappy hours."

In the past, CareerBuilder.com's ads have humorously depicted dysfunctions in the workplace, from unruly chimpanzee co-workers to a wild office jungle, and offered the solace of "a better job awaits" at CareerBuilder.com. The new campaign developed by Wieden+Kennedy targets the disgruntled worker who is stuck in a career funk, and gives that worker a firm but encouraging kick in the pants. If you're not happy, move on and start building your career.

"This year's campaign is more poignant and urges the sense of empowerment," said Richard Castellini, Vice President of Consumer Marketing at CareerBuilder.com. "It plays on the idea of CareerBuilder.com being a career interventionist, an advocate that motivates you to take charge with no excuses and start building better opportunities for yourself immediately. CareerBuilder.com is more than a place with good jobs. We're a partner that can help you build your career. We're serving up a jolt of reality with a good dose of humor and connecting with our audience on a deeper level."

Spider attacks, a raging heart, an unusual rescue, self-intervention, an overbearing boss and other memorable elements help to hit viewers over the head with a universal truth that you don't have to stay in a dissatisfactory or unfulfilling work experience. Ending with the imperative "Start Building," each spot pushes the worker to take action by providing nuggets of simple wisdom such as "If you don't like your job, then get a better one" or "Self-Help Yourself" or "Wishing won't get you a better job."

NATIONAL CAMPAIGN

CareerBuilder.com continues to build on its own marketing campaign, investing in a blend of multi-media, national and grass roots outreach to engage viewers in the brand. CareerBuilder.com's national marketing program features high profile events such as the Super Bowl; primetime network and cable television flights; as well as online advertising, local print and sports sponsorships.

CareerBuilder.com will communicate its big, bold messages at those times and places where disgruntled workers are disposed to the idea of change, and encourage them to reconsider their situations. From Sunday evenings when they're dreading the return to work to the hated commute to lunch hour breaks to surfing the Net to avoid work, the messages -- via walls, bus shelters, subways, el trains and the Internet -- follow the worker throughout their day.

Other highlights include:

-- OOH and Transit -- CareerBuilder.com will blanket Grand Central Station, urban panels, rail cards, subway signs and sides of buildings in New York City as well as el trains, buildings and streets in Chicago.
-- Unhappy Hours -- CareerBuilder.com will sponsor unhappy hours in select cities where you can complain about your job and enjoy a few drinks -- snacks on them.
-- Corporate Ladder -- CareerBuilder.com will remind workers to continually strive for greater heights in their careers with street art that includes a bright orange ladder spanning an entire building as well as mannequins climbing up a rope on the side of a building.
-- Mobile Marketing -- CareerBuilder.com will continue its mobile marketing tour in 2008, which is visiting over 40 cities as well as 140 college campuses.
-- Online Partnerships -- CareerBuilder.com will continue to expand its base of co-branded job search partnerships, which now number over 1,400.

The campaign will be complemented with advertising support from its owners Gannett, Tribune Company, McClatchy and Microsoft.

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 1,400 partners, including 140 newspapers and leading portals such as America Online and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 26 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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