

## **CareerBuilder Super Bowl Campaign Set to Evolve Primates Get Pink-Slipped, New Television Spots Show, 'It's a Jungle Out There'**

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After two years of monkey business, CareerBuilder.com is giving the pink slip to the renowned chimpanzee stars of its Super Bowl ads. The company announced it is evolving to a new campaign themed "Jungle Inc.," a comically savage workplace where only the strong survive.

Developed in conjunction with agency of record Cramer-Krasselt, Jungle Inc. takes its theme of job dissatisfaction to a new level, featuring everything from pointless meetings to painful performance evaluations in a leafy, lawless bureaucracy. Just as the previous ads, they sign off by stating that consumers can find a better job at the place that has the most: CareerBuilder.com.

The Super Bowl has been a centerpiece of CareerBuilder.com's branding campaign and is once again the launch pad for a multi-faceted marketing platform valued at over \$250 million. It coincides with one of the busiest job search times of the year, when dissatisfied workers who want better jobs put their resolutions into action. Since 2005, CareerBuilder.com has used the Super Bowl as a venue to premier new work. On Feb. 4, 2007, two new ads will be shown in the second and third quarters of the Super Bowl, and three more Jungle Inc. spots will premier in the following weeks.

"The chimp campaign brought the jungle into the office, and now we're bringing the office into the jungle," said Richard Castellini, vice president of consumer marketing, CareerBuilder.com. "It works because people can relate to the sense of chaos in a bad workplace -- in the world of Jungle Inc., management is mayhem."

The new spots include:

- PROMOTION PIT: In this spot, employees are "pitted" against one another and the last one standing gets the promotion. THE promotion -- as in, just one.
- DARTS: A typical workday is interrupted by the call for yet another dreaded seminar. The employees know better, and risk everything to avoid getting stuck in the ultimate time-waster.
- DONUT: People will go to great lengths to get us to attend pointless meetings. Oh the pain! This spot plays to the notion of, "the better the bait, the worse the meeting."
- PERFORMANCE EVALUATION: In this spot, it's performance evaluation day, and everyone gets one. Fear rules the day, because while you don't know what to expect, you know enough to expect the worst.
- NEW GUY: The "fresh face" is really "fresh meat" as a new co-worker means easy prey and fresh supplies. Initiation is quick and brutal. Welcome to Jungle Inc.!

"Some people leave a job because of bad co-workers, but there's an even greater majority who leave for broader reasons like being passed over for a promotion or getting an unjust performance review," said Peter Krivkovich, president and chief executive officer of Cramer-Krasselt. "With the new campaign, we're expanding the strategic net to pull in more dissatisfied workers than ever before."

In addition to the new TV commercials, consumers will also see new print and online creative. High profile events such as the Super Bowl and Academy Awards and flights on primetime network and cable television will be mixed with local print, interactive and stadium ads. CareerBuilder.com will also bring back its mobile marketing tour, which is visiting over 40 cities and 140-plus college campuses. The campaign will be complemented with advertising support from its owners Tribune Company, Gannett and The McClatchy Company.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.5 million jobs. Owned by Gannett Co., Inc. , Tribune Company , and The McClatchy Company , 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 1,000 partners that reach national, local, industry and niche audiences. These include more than 150 newspapers and leading portals such as America Online and MSN. More than 250,000 employers take advantage of CareerBuilder.com's easy job postings, 19 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/> .

#### About Cramer-Krasselt

Rapidly growing Cramer-Krasselt is the third-largest independent agency in the United States, with billings nearing \$800 million in 2006. Several major new business wins contributed to a 22 percent growth rate in 2006. Frequently featured for its creativity, the agency is headquartered in Chicago, with offices in New York, Milwaukee and Phoenix. The agency is on a creative winning streak that has notched two Gold and one silver Effie, two Bronze Lions, the 2005 Athena campaign of the year, recognition as one of three finalists for the O'Toole Award, the 2006 ADWEEK BUZZ Award for Best Overall "Buzz" Campaign of the Year and recognition from The Wall Street Journal for creating one of the best ads of 2006: CareerBuilder.com's Monk-e-Mail. C-K's client list is representative of major brands across virtually every industry. They include: AirTran Airways, Benjamin Moore, Brookstone, CareerBuilder.com, Cellular South, Corona Beer, EFFEN Vodka, H. J. Heinz Co., Hyatt Hotels, KeyBank Corp., Master Lock, R.H. Donnelley Yellow Pages, Spice Islands, Ski- Doo, Takeda Pharmaceuticals' Rozerem, WellCare Health Plans and [yellow tail] wine. Cramer-Krasselt's public relations subsidiary, CKPR, is ranked among the nation's top 15 agencies. For more information, visit Cramer-Krasselt at <http://www.c-k.com/> .

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