

CareerBuilder.com Awards Creative and Media Account to Wieden+Kennedy

PRNewswire
CHICAGO

CareerBuilder.com, the nation's largest online job site with more than 21 million unique visitors and over 1.5 million jobs, announced it has awarded its creative and media account to Wieden+Kennedy Portland (W+K), the nation's leading independent advertising agency responsible for building some of the world's best known and time-tested brands.

"Wieden+Kennedy has a long tradition of surprising, break-through creative that resonates with targeted audiences and builds lasting value for shareholders," said Richard Castellini, Vice President of Consumer Marketing for CareerBuilder.com. "Their strategy captures the voice and brand personality of CareerBuilder.com. We are excited to be working with them in taking our brand to the next level across all media."

"CareerBuilder.com is definitely a company to watch, rising quickly to the top of their industry and proving they're not afraid to take chances," said Tom Blessington, Managing Director of W+K Portland. "From our first meeting we immediately knew there were synergies in philosophy, mission and execution. The CareerBuilder.com brand is ready to breakout and we look forward to making that happen."

New creative executions from CareerBuilder.com and Wieden+Kennedy will be seen in 2008, when CareerBuilder.com returns to the Super Bowl TV ad lineup for the fourth consecutive year. CareerBuilder.com's marketing program will include national and grass roots promotions; 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.

About Wieden+Kennedy

Wieden+Kennedy, founded in Portland, Oregon, is one of the largest independently owned advertising agencies, with offices in Amsterdam, London, New York, Tokyo and Shanghai. A full-service creatively led communications company, Wieden+Kennedy has helped build some of the strongest global brands, including Nike, ESPN, Starbucks, Honda and Coca-Cola.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 21 million unique visitors and over 1.5 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 1,000 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, 20 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. CareerBuilder.com and its subsidiaries operate in Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

Media Contacts:

CareerBuilder.com

Jennifer Sullivan

773-527-1164

Jennifer.Sullivan@careerbuilder.com

Wieden+Kennedy

Joani Wardwell

503-937-7793

Joani.Wardwell@wk.com

First Call Analyst:

FCMN Contact:

SOURCE: CareerBuilder.com

CONTACT: Jennifer Sullivan of CareerBuilder.com, +1-773-527-1164, Jennifer.Sullivan@careerbuilder.com; or Joani Wardwell of Wieden+Kennedy, +1-503-937-7793

Web site: <http://www.careerbuilder.com/>

<https://press.careerbuilder.com/2007-06-06-CareerBuilder-com-Awards-Creative-and-Media-Account-to-Wieden-Kennedy>