

CareerBuilder Returns to 6th Big Game

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CareerBuilder, the global leader in human capital solutions, expects another win when it returns to the big game for the sixth consecutive year. In a departure from past advertising campaigns, CareerBuilder's 2nd quarter spot during the 2010 big game will feature a TV commercial idea from an everyday consumer who entered and won the HireMyTVAd contest. Close to 1,000 entries were submitted and while CareerBuilder originally set out to hire only one concept, in the end, three ideas were selected and each received a \$100,000 prize.

The ultimate prize will come when one of the winners watches their idea along with the tens of millions of viewers during the big game. All three winning concepts reinforce CareerBuilder's tagline - START BUILDING. The entries also incorporate elements of CareerBuilder's signature use of humor and focus on CareerBuilder as a powerful resource for job seekers.

"CareerBuilder has had a very successful track record with advertising in the big game and we are confident that all three concepts selected would play well with the big game audience," said Richard Castellini, Chief Marketing Officer at CareerBuilder. "We made a strategic decision to change our advertising approach and leverage the creative minds of consumers across the country. Our decision paid off when we were flooded with a large number of very high caliber ideas, which played a major role in our decision to pick not one, but three."

The three winning ideas were submitted by a 27-year-old surfer from San Clemente, CA, a 34-year-old freelance producer from Minneapolis, MN, and a 52-year-old analyst from Cliffwood, N.J. The winners also attended the reshooting of their concepts in California with CareerBuilder's in-house advertising team. Before the big game, America can view all three ads and vote for their favorite at www.careerbuilder.com/tv.

"In the weeks leading up to the big game, we want to open up all possible channels - especially social mediums - to capture water cooler chatter about the contest, the winning ideas, and ultimately engagement around our big game campaign," said Castellini.

About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset - their people. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 23 million unique visitors, 1 million jobs and 32 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and data analysis. More than 9,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. , Tribune Company, The McClatchy Company and Microsoft Corp. , CareerBuilder and its subsidiaries operate in the United States, Europe, Canada and Asia. For more information, visit www.careerbuilder.com.

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