

## CARS.COM REVS UP FOR SUPER BOWL XLVI



On Friday, Cars.com—the number one resource on the internet for the purchase and sale of used and new vehicles—released a statement that it has signed on for the Super Bowl XLVI roster of the NBC. It bought a 30 second spot which is slated to come on air during the third quarter of the year. This new Super Bowl purchase means that Cars.com will be marking its fifth unbroken appearance in the title game of the NFL. According to the president of Cars.com, Mitch Golub, putting up adverts during the biggest television event of every year has come to be a successful means of building awareness for his company in the last 4 years. This year's commercial is also seen as another very important investment for his company's brand. It will be a great opportunity to translate a large number of the viewers into new customers for Cars.com. Cars.com will included a 30 second spot in its 'Confidence' campaign in the third quarter of the Super Bowl game. This will emphasize the important resources that the sites makes available to people who are shopping for cars. These include reviews by consumers and experts, reviews of dealers by consumers, pricing guides and consumer tools. The spot taken by Cars.com will be worked on by DDB Chicago. DDB Chicago is the site's recognized agency. Sometimes last month, NBC reportedly said that there are just a few remaining spots in the Super Bowl that will go on air from Feb. 5, 2012. Seth Winter, who is senior vice president at NBC Sports Group Sales & Marketing, confirmed that ads for the Super Bowl can be as high as 3.5 million dollars per 30 seconds. Cars.com is evidently an appropriate match for the Super Bowl. It is general knowledge that the Super Bowl has become a highly sought after purchase by vehicle manufacturers. Winter refused to mention the names of the clients who have already taken spots. However, he admitted that the latest NBC broadcast will have a lot of auto dollars as it was seen at the production on Fox last year. Winter further stated that viewers should expect to see similar auto strength as they did last year during the commercials. Only a very small number of car advertisers will not come back in the coming production. Automakers had a lot of presence in last year's Super Bowl. A total of twenty in-game spots at the Super Bowl were taken by eight auto manufacturers. Among the list of companies who came up for the spotlight were BMW, Audi, Chrysler, Volkswagen, Hyundai, Chevrolet, Kia and Mercedes. Last week, Mercedes stated that it is not going to take an in-game spot. However, it is generally believed that the company will be back in 2013.

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