

E*TRADE ADVERTISING PLANS DURING SUPER BOWL XLVI



The E*Trade Financial Corporation has recently made an announcement that it will be advertising during the biggest televised event of the entire year. The new advertisements for the E*Trade Securities LLC will actually feature a different Talking Baby commercial and will debut during NBC's broadcast of the Super Bowl. The Super Bowl will be aired live on February 5, 2012. This will actually be the fifth anniversary for the corporation and its Baby campaign. The Baby advertisement is basically a campaign which will highlight an assortment of different products and services that are offered by E*Trade, especially for investors who need help with planning their finances for the future. Nick Utton, the Chief Marketing Officer for E*Trade, has said, "We're thrilled to announce the E*TRADE Baby is back to make his fifth consecutive appearance in the big game." Utton says, "The Baby has become an iconic brand ambassador that has enabled us to capture the imaginations of investors and effectively showcase the benefits of our investment solutions in a memorable and entertaining way." This advertisement, which will be featured on a sport during the Super Bowl, will show the E*Trade Baby making interactions with different people who need to consider some serious financial planning for a number of different events and situations that are occurring. Utton says, "As E*TRADE continues to evolve its strategy and service offering beyond trading to serve investors' full range of financial needs both near- and long-term, so too has our marketing strategy." He also says, "Our evolved approach keeps our campaign fresh and engaging by featuring meaningful life events that people can easily relate to, and providing a unique Baby perspective on the E*TRADE investing solutions available to help them." The presence of this campaign will be seen in a number of different places. There will be a viral video released by E*Trade which will feature some of the most popular moments of the E*Trade Baby. Real time updates will also be available from the Talking Baby himself on a number of social media platforms which will help engage the consumers who will eventually see the commercial during the Super Bowl. There will also be YouTube videos of E*Trade and some of its most viewed and most popular commercials. Aside from releasing a new campaign during the Super Bowl, E*Trade will also be releasing a number of new Investing Solutions on television spots which will be featured during the month of February and will showcase all types of products that the company has to offer. These television spots will be used to push people into using E*Trade. This campaign was first designed by Grey New York, which is an advertising agency for the E*Trade company and has been since 2007.