

# New kbb.com Accelerator Ad Program Commands Shoppers' Attention With Immersive, Cross-Platform Experience

**Turn-key, Customized Solution Enables Automakers to Influence Undecided Consumers at Crucial Point**

IRVINE, Calif., Jan. 28, 2013 /PRNewswire/ -- The all-new Accelerator program is now available to help automakers capture the attention of in-market car shoppers on Kelley Blue Book's [www.kbb.com](http://www.kbb.com), where millions of consumers are actively researching their next vehicle purchase.

(Logo: <http://photos.prnewswire.com/prnh/20121108/LA08161LOGO>)

Accelerator provides a high-impact, engaging site event that commands attention from the undecided consumer and generates sustainable awareness through multiple integrated ad units, including a one-week exclusive advertising placement on Kelley Blue Book's KBB.com home page. This rare media opportunity to 'own' the advertisement opportunities on Kelley Blue Book's home page and garner attention from KBB.com's more than 14 million monthly visitors also will help to blunt competitors on major site pathways.

Kelley Blue Book's all-new Accelerator program integrates several in-demand ad units, such as pushdown, expandable and sidekick ads, orchestrating the experience with each ad unit animating and triggering the others independently and without interruption. Advertisers also benefit from an immersive cross-platform takeover experience to reach Kelley Blue Book's tech-savvy, on-the-go shoppers.

"With the new Accelerator ad program on KBB.com, auto manufacturers have a unique opportunity to showcase a new vehicle to undecided shoppers at a key point in the decision-making process – as they arrive to our top-rated website – providing them with exciting, high-impact visuals, compelling messaging and interactive tools," said Tanya Berman, director of product marketing for Kelley Blue Book. "The result is a unique, unified, immersive experience that maximizes model awareness and reinforces the advertising brand's key messages."

The Accelerator program is turn-key to leverage the advertising brand's assets with Kelley Blue Book production and creative agency collaboration. The program also offers custom execution for auto manufacturers, garnering deeper engagement beyond traditional banner ads. In addition to the custom executions on the KBB.com home page and media blitz across Kelley Blue Book's various platforms, advertisers receive promotions among segment shoppers, on the site's vehicle detail pages and within Kelley Blue Book's social media channels.

This inaugural program for Kelley Blue Book launched with [Toyota's](#) "The Radically New Avalon" campaign, a highly imaginative and original new graphic experience that lends itself perfectly to the animated multi-ad unit integration.

"With our new campaign for the [Avalon](#), we were looking for an innovative approach to reach active in-market shoppers, and KBB.com's

Accelerator program provided the cross-platform experience we needed to really bring the car to life," said Dionne Colvin, national media manager at Toyota Motor Sales, USA, Inc. "The ads also incorporate Toyota's 2013 Kelley Blue Book Best Resale Value Award into the creative, appealing to the left brain rationality of car shoppers, while the animation highlights the vehicle's all-new redesign, appealing to right-brain thinkers and driving home both elements of the campaign."

Comprehensive campaign recaps with insights from Kelley Blue Book's Market Intelligence and Advertising Analytics teams are provided to participating manufacturers. For more information on Kelley Blue Book's all-new Accelerator program and other advertising opportunities, please contact your Kelley Blue Book sales representative or call 800-258-3266.

For more information and news from Kelley Blue Book's KBB.com, visit [www.kbb.com/media/](http://www.kbb.com/media/), follow us on Twitter at [www.twitter.com/kelleybluebook](http://www.twitter.com/kelleybluebook) (or @kelleybluebook), like our page on Facebook at [www.facebook.com/kbb](http://www.facebook.com/kbb), and get updates on Google+ at <https://plus.google.com/+kbb/>.

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Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website [www.kbb.com](http://www.kbb.com), including its famous Blue Book® Trade-In and Suggested Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. KBB.com provides consumer pricing and information on cars for sale, minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co., Inc. is a wholly owned subsidiary of AutoTrader Group.

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