

Video Dealer Ads Maximize Brand with Local Consumers on kbb.com

Generate Local Brand Awareness, Increase Sales with Video and Dealer Showcase Ad Package

IRVINE, Calif., March 24 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new- and used-vehicle information and premier partner for Internet marketing solutions, today announces the ability for dealers to promote themselves to local, in-market vehicle shoppers via video on the company's top-rated Web site, kbb.com. Each 30 second, roll-over expanding video advertisement can be used to generate local brand awareness, attract more consumers, drive showroom traffic and sell more cars. The all-new video option is now available in Kelley Blue Book's Dealer Showcase ad package, an exclusive advertising package designed to convert some of the more than 12 million shoppers each month on kbb.com into actual vehicle sales.

In addition, the video advertisements allow for a customized message with targeted links enabling dealers to maximize brand awareness through the use of their dealership's logo, Web site address and other timely information. The video also can be customized with a compelling message from a dealership spokesperson.

"Studies show that video adds to the online experience and foster a greater sense of connection with a product or business and eventually lead a consumer to purchase," said Mike Romano, senior vice president of dealer strategy for Kelley Blue Book and chief operating officer for CDMdata, Inc. "The new Showcase video feature further exemplifies our mission to provide dealers with the best products and services available to help generate more business and increase sales."

Dealers have the option of using their own videos, or having Kelley Blue Book facilitate the production for them. The company will produce a high-quality, scalable and affordable production on the dealership lot. With the Dealer Showcase ad package, the prominent advertisement placement provides dealers with special 'Showcase Dealer' recognition, driving more traffic to the dealer's Web site and resulting in more high-quality leads.

For more information about Kelley Blue Book's dealer products, services and solutions, please visit www.800bluebook.com.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer locations](#). No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE: Kelley Blue Book

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