Kelley Blue Book and Digitas Win Internet Advertising Competition Awards for Pontiac G8 - 'Tommy Kendall Avatar'

Online Ad Recognized as 'Best of Show Rich Media Online Ad', 'Best Automobile Rich Media Online Ad'

IRVINE, Calif., April 23 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new and used car information, today announces its win with Digitas in the 2009 Internet Advertising Competition (IAC) for Best of Show Rich Media Online Ad and Best Automobile Rich Media Online Ad. The Internet Advertising Competition is produced by the Web Marketing Association to honor excellence in online advertising, recognize the individuals and organizations responsible, and showcase award winning Internet advertising.

"Digitas is thrilled the Pontiac G8 'Tommy Kendall Avatar' has been recognized in the Internet Advertising Competition," said David Katzman, associate director of creative for Digitas. "It is an honor to be recognized not only for our work with General Motors, but also among our peers in creative marketing. We continually strive to produce results for our clients, but would not be as successful without the enthusiasm and commitment they bring to the table."

Digitas used DoubleClick Rich Media to develop a unique, rich media experience, using an avatar, to walk kbb.com visitors through the new-vehicle research process, ultimately pushing them lower and lower into the purchase funnel and closer to buying a new car. This created visibility and interest in General Motors' new Pontiac G8, and was the first time this type of treatment had been applied to an online ad unit in this space. The avatar was personified by race car driver Tommy Kendall and specifically promoted the Pontiac G8.

"Kelley Blue Book strives to provide manufacturers and dealers with advertising opportunities that expand their reach to more online in-market new-car shoppers," said Susan Brown, director of advertising and business development, East, for Kelley Blue Book. "By working with Digitas, we were able to create an interactive ad experience and provide the consumer with additional product information to aid the manufacturer in reaching car buyers in new and engaging ways."

The IAC judges evaluated each submission based on creativity, innovation, impact, design, copywriting, and use of the medium. For more information about the award winning advertisement, please visit www.iacaward.org/iac/. For more information about advertising on Kelley Blue Book's kbb.com, please visit www.kbb.com/kbb/advertising/.

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

Web site: http://www.kbb.com/
http://www.iacaward.org/iac/

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