

Kelley Blue Book's kbb.com and Ford Motor Company Win Internet Advertising Competition Award for 'Cash For Clunkers' Online Campaign

Online Campaign Honored as 'Best Automobile Online Campaign'

IRVINE, Calif., March 29 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new and used car information, today announces its win with [Ford](#) Motor Company in the 2010 Internet Advertising Competition (IAC) for 'Best Automobile Online Campaign.' 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.

In Summer 2009, Kelley Blue Book's kbb.com created an online campaign geared toward raising awareness of the government-sponsored program Car Allowance Rebate System ("CARS," or popularly known as 'Cash for Clunkers'). [Ford](#) had been on the forefront of the 2009 federal program and was interested in further educating the car shopper, while also creating awareness of its [fuel-efficient](#) model lineup (e.g. [Focus](#), [Fusion](#), [Escape Hybrid](#), etc.). Kelley Blue Book was able to provide its trusted vehicle values and information for both the consumers' trade-in vehicle as well as the new vehicle they wished to buy under the 'Cash for Clunkers' program.

Consumers were provided a 'Cash for Clunkers' calculator to evaluate vehicles with model years between 1989 and 2009 based on make, model, condition and mileage. The age of the vehicle, its fuel economy and the fuel-efficiency rating of the new car chosen were key factors in determining whether the vehicle qualified for a 'Cash for Clunkers' credit toward the purchase of a new vehicle. The calculator also displayed Kelley Blue Book® Trade-In Values, to help consumers determine whether their vehicle was worth more or less than the possible credit they could receive from the CARS program.

"The Kelley Blue Book team works each day to provide visitors with the information they need to make a confident purchase decision. With the 'Cash for Clunkers' program, there was an added opportunity to educate the consumer on their qualification in the program and the types of new vehicles available to them," said Tracy Stevens, director of product management for Kelley Blue Book's kbb.com.

"The award-winning campaign solidified Kelley Blue Book's position as the leading provider of new- and used-car information and highlighted the company's 'sweet spot,' vehicle values, while giving a manufacturer the opportunity to feature their qualifying lineup."

Kelley Blue Book's kbb.com and its 'Cash for Clunkers' calculator exclusive sponsor, Ford Motor Company, promoted program participation in an integrated publisher and advertiser experience. Ultimately, car shoppers received a summary of their trade-in and new vehicle of choice to take to the dealership. In addition to receiving branding recognition with its logo on the 'Cash-for-Clunkers' calculator pages of kbb.com, [Ford](#) provided financing information for their models, and included special incentives in addition to the government subsidy.

"With last year's CARS program, Ford strived to be top of mind for consumers looking for a new fuel-efficient and high-quality vehicle," said Ken Czuby, Ford vice president of Marketing, Sales and Service. "The IAC Award win is a testament to the high level of success we can achieve when we work together with companies like kbb.com."

Kelley Blue Book produced a video illustrating the tool and educating site visitors on the program. The online campaign was not only educational, but also provided consumers with support throughout the car-shopping process. In less than one month, Kelley Blue Book saw more than 800,000 visitors and 2.5 million page views.

"Kelley Blue Book continues to explore new, engaging ways for manufacturers to connect directly to consumers on kbb.com," said Kim Notario, director of advertising and business development (East) for Kelley Blue Book's kbb.com.

"With collaborative ideas from both kbb.com and Ford, we were able to create new experiences for shoppers, which have resulted in an award-winning campaign."

Kelley Blue Book also won the 2009 Internet Advertising Competition for Best of Show Rich Media Online Ad and Best Automobile Rich Media Online Ad for the [Pontiac G8](#) – "Tommy Kendall Avatar" with Digitas.

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 campaign, 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. - 2009 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. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car Blue Book Values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer](#) locations.

SOURCE Kelley Blue Book
