

## ADVERTISING

## CareerBuilder Offers Ad Bounty

Jobs Site Jettisons Agency, Looks to Consumers to Create Super Bowl Spot

BY SUZANNE VRANICA

**A**FTER DUMPING ONE of the country's most successful advertising agencies, CareerBuilder.com has decided to hire an average Joe.

The job-posting Web site is starting a contest Wednesday that will ask ordinary consumers to create 25-second commercials for the company. The entries will compete for a chance to run during Super Bowl XLIV on CBS in February, the company says.

CareerBuilder, which is owned by Microsoft and media companies including Gannett, McClatchy and Tribune, says it will offer a \$100,000 prize to the person who creates the winning spot.

With five Super Bowl appearances under its belt, CareerBuilder, which has been battered by the abysmal market for recruitment advertising, is hoping to leverage the hype around both the Super Bowl and ads generated by amateurs to drum up publicity for its brand inexpensively.

"For a brand like CareerBuilder, which is all about helping people get to their next great position, this made sense for us, and with the situation [the country] is in economically," says Richard Castellini, the company's chief marketing officer.

Ads promoting the contest will appear on CareerBuilder's Web site, and the company may create some print ads to attract interest. CareerBuilder will still have to pay to produce the winning ad and buy the costly ad time—this run as high as \$3 million for 30 seconds of time—from CBS.

CareerBuilder's decision to place its Super Bowl push in the hands of the public comes shortly after the company brought its ad duties in-house, dismissing Wieden + Kennedy, the Portland, Ore., firm behind successful pitches such as Nike's "Just Do It." Wieden was also responsible for CareerBuilder's well-received 2009 ad for the big game, which showed unhappy office workers:

**HIRE MY TV AD**

ABOUT THE CONTEST    UPLOAD YOUR VIDEO    VIEW & VOTE    RULES

**PUT YOUR VIDEO TO WORK ON THE BIG GAME**

Do you have a creative idea for a CareerBuilder.com commercial? If so, enter it in our contest. Times are tough and we need to fill your idea to work, who best to think of a TV advertising idea directed towards job seekers than job seekers themselves?

**GRAND PRIZE \$100,000**

Your video airs during the Big Game!

You get a trip to experience the behind-the-scenes making of a Big Game commercial!

**1st PLACE \$50,000**

Here's what you need to do:

- 1 Film an awesome 25 second commercial idea on video
- 2 Enter your video into the contest by July 3, 2009
- 3 And then just sit back and see which video is selected for the Big Game on February 7, 2010!

Get Started

The specially designed Web site above will appear Wednesday to announce CareerBuilder's Super Bowl ad contest.

one punches a koala bear while another, wearing a Speedo, clips his toenails.

CareerBuilder hired Wieden two years ago after it parted ways with Chicago-based Cramer-Krasselt when one of its Super Bowl ads failed to grab a top ranking in USA Today's annual Ad Meter poll. The spots were the first time in which CareerBuilder abandoned its use of monkeys in its Super Bowl ads. The move startled ad executives, since the ad firm has a good track record in creating pitches that caused buzz.

Despite the flood of consumers visiting online recruitment sites, many of these sites have been stung by the recession, since they make money by charging employers to post job openings, which have nearly dried up. First-quarter revenue for CareerBuilder slid 27% to \$141 million from a year earlier.

The company has already slashed its spending on ad time

and space. Last year, its U.S. ad outlays sank 17% to \$52 million, according to WPP's TNS Media Intelligence, with about \$9 million directed to its corporate owners. CareerBuilder says it will save around 15% to 20% in annual marketing cost by bringing its ad business in-house.

### CareerBuilder houts its ad duties in-house, dismissing ad agency Wieden + Kennedy.

"It is unfortunate that, in this economy, companies have had to make these tough decisions," Tom Blessington, Wieden's managing director, said in a statement.

CareerBuilder could face an uphill battle with its latest marketing maneuver. The gimmick of having consumers produce a compa-

ny's TV spots has been used for several years by marketers including Converse, MasterCard and L'Oréal. It has also been used by several advertisers including PepsiCo's Frito-Lay during the Super Bowl.

Still, Frito-Lay has had some recent success in converting consumers into ad executives. Earlier this year, the snack titan received thousands of media mentions in outlets such as "The Tonight Show," "The View" and "Good Morning America" about its Super Bowl ad contest.

Frito-Lay was helped by the fact that it offered a \$1 million prize to the person who created an ad for its Doritos tortilla chip that would win USA Today's annual Super Bowl ad poll.

That two brothers from Indiana, Joe and Dave Herbert, walked away with the prize—beating out the nation's top advertisers, including Anheuser-Busch InBev, only added to the buzz.

## Veg: Wit

BY TAMARA

Las Vegas marketing its will keep you

After a year of tourism pitches, the city dressed the retrainment meet its successful Here Stays 1 which started "We feel it to our brand Rossi Ralenko the Las Vegas Citytors Authority.

The "What?E pain guns to I tion as a party to can enjoy some! dudge in extreme spicuous consu more than a yet ousoured and began to taper (adjust its ima more in keeping ing mood of th

Marketers sages touting th ity, suggesting it just the place people to get so rest and relax they used resist files Gap, Texa showing most icans enjoying ties like indoor

But the eco to tank, and L nyes kept sid city was upp ism. During the of this year, the tors to the city year earlier, a Las Vegas Conv tors Authority—sinos lately hav

## Severa At Trib

Associated Press

A federal ba denied author ize Co. to mak million in serv to more than