

10 April 2019

CARSALES ENCOURAGES CONSUMERS TO CHANNEL THEIR INNER SPIELBERG

carsales.com.au is now offering sellers the opportunity to upload a 60 second user generated video to Premium and Ultimate ads.

Kellie Cordner, Chief Marketing Officer for carsales, said; "On average people spend over [five hours](#) each day watching videos online. So it made total sense for us to add this extra video element to our Premium and Ultimate carsales ads to help sellers attract buyers."

Whilst photos and written descriptions will always be important, user generated videos are by their nature unique. Most importantly, they create opportunities for sellers to present specific car features in an engaging manner.

"Many of us are attached to our cars. Our new video offering gives sellers the chance to share what they love – be it the joy of open air motoring in a much-loved convertible or the exhaust soundtrack of a favourite V8," Cordner said.

Sellers can create their carsales video ad in a few simple steps. All they need is a smart phone to shoot their video, then via the carsales app or website they can easily upload their video to their carsales listing.

Consumers can read more about how to optimise a video ad by visiting the [carsales help centre](#).

"The new video advertising tool is a demonstration of carsales' ongoing commitment to improve our customer offering. It follows on from our helpful [Price Indicator](#) tool and recent multi award-winning [AutoAds](#) campaign, which has just been re-launched this April," Cordner revealed.

Private sellers who purchase a carsales ad listing will have the opportunity to generate their very own "big, expensive-feeling car ad" for their second-hand car, at no extra cost.

"After the success of the campaign in 2018, AutoAds is back by popular demand," Cordner added.

"AutoAds was the first campaign of its type for the Australian auto category when first launched in March last year, and with social communities playing such a big part in our everyday lives, the personalised nature of this campaign is an engaging way for our private sellers to get the word out that their car is up for sale," said Cordner.

After taking out a paid car advert on carsales, private sellers will receive five unique themed 40-second videos from which to choose. Once rendered, they can post the personalised AutoAds videos on their social pages (Facebook and Twitter).

The video themes are: Adventure, Family, Tough, Luxury and City, each with bespoke music designed by Loner Productions.

AutoAds has the potential to produce 1.2 trillion unique car commercials, with no two ads ever the same.

"As the number one place in Australia to sell your car online our personalised and engaging carsales video offerings are just another way to help Australians sell with confidence and ease.

"We want to make the selling and buying process seamless, not soul-less," concluded Cordner.

- ends -

➤ **For further information on AutoAds please [click here](#).**

FOR FURTHER MEDIA INFORMATION CONTACT:

Sarah-Lucy Rice
sarah.rice@carsales.com.au
(03) 9093 8665
+61 (0)419 324 445

ABOUT CARSALES.COM LTD

carsales.com Ltd (ASX: CAR) is the largest online automotive, motorcycle and marine classifieds business in Australia. Attracting more Australians interested in buying or selling cars, motorcycles, trucks, caravans and boats than any other classified group of websites.

Together with its subsidiaries employing more than 600 people in Australia, carsales.com Ltd. develops world leading technology and advertising solutions that drive its business around the world.

The carsales.com Ltd. network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Mexico, Chile, Argentina and Colombia.

Find out more at www.carsales.com.au