

## Carsales appoints Whybin\TBWA Melbourne as lead creative agency

Melbourne, 5 August 2015

carsales.com Limited (carsales) today announced the appointment of a new lead creative agency, Whybin\TBWA Melbourne.

"The customer is central to all we do at carsales and we looked for a partner that brought new thinking and creative use of data to take our brand campaigns to the next level," said carsales Group Marketing Director Kellie Corder.

carsales has been the traditional disruptor in the classifieds market and constantly seeks new ways to challenge and change market conventions.

"At carsales we constantly strive and evolve to be compelling and deliver the best possible service and products that our customers know us for and demand," said Corder. "We have some of the best digital brains in Australia at carsales and so we needed an agency that would seamlessly complement our innovation".

Commenting on why carsales decided on Whybin\TBWA Melbourne, Corder said "Looking at the evolution of our business, we felt that we needed to partner with the agency that throughout the pitch process demonstrated strategic capability and had a strong track record in the development of big brand platforms that redefine the dialogue in an industry."

"Throughout the process we saw outstanding strategic and creative thinking making this an extremely tough decision. However Whybin\TBWA is recognised as being a force in helping drive disruption and clearly demonstrated a strategy to take our brand campaigns to the next level," said Corder.

Kimberlee Wells CEO of Whybin\TBWA Group Melbourne said "we're thrilled to be appointed as carsales' new creative agency. They have ambitious plans for the future, a strong innovation pipeline and a relentless passion for their customers. We look forward to working with the team to not only realise these opportunities, but in doing so further widen the gap between carsales and its competitors."

Carsales has traditionally held creative in house, but it was felt that given the group's growth and the brand's maturity, the time was right to work with an agency that could match the company's expansion needs.

"Whybin\TBWA Melbourne will give us the brand marketing firepower we need along with the ability to respond and scale in a timely manner," said Corder.

Carat Australia will continue to be carsales' media agency. The agency review and selection process was conducted by the carsales marketing team in partnership with consulting firm Trinity P3.

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### **About carsales.com Ltd**

carsales.com Ltd (ASX: CAR) listed on the ASX in 2009 and is the largest online automotive, motorcycle and marine classifieds business in Australia; attracting more Australians interested in buying or selling cars, motorcycles, trucks and boats than any other classified group of websites.

carsales.com.au is Australia's number one automotive classified website. The carsales network of websites also includes [motoring.com.au](#), [bikesales.com.au](#), [boatsales.com.au](#), [RedBook.com.au](#) as well as leading caravan, truck and machinery classified websites.