

New carsales campaign drives a level playing field for all Australians buying and selling cars

Melbourne, 06 July 2016

carsales.com.au today launched a new integrated marketing campaign that reinforces its leadership position and showcases some of the innovative new products that make carsales the #1 destination for buying & selling a car with confidence and trust.

The brand campaign, developed in conjunction with Whybin\TBWA Melbourne, introduces a fresh tone for carsales to further humanise the brand.

Lead by the creative territory "we can't all be great", the [series of short ads](#) capture small moments of vulnerability and tap into the Australian spirit of resilience and resourcefulness. The ads highlight the tools at car buyer/sellers' fingertips such as an online car valuation service, independent reviews of vehicles, a new comparison tool and CarFacts history reports reinforcing carsales as the place to buy and sell. According to carsales Chief Marketing Officer, Kellie Cordner, the campaign was inspired by the customer insight that car buying and selling is not always an easy ride.

"There is an overwhelming amount of choice in the market. Many people are unsure of exactly what their needs are and customers can often feel vulnerable throughout the process of buying and selling. As the market leader we have a responsibility to make the buying and selling of cars as simple and rewarding as possible. The goal of carsales is that every Australian should be able to buy or sell a car with ease, peace of mind and a sense of empowerment that they have made the right choice. As a brand our focus is on continually building innovative products and services that add value to the consumer experience and this campaign showcases just a few of the latest innovations that deliver on building confidence, trust and ease for all Australians when buying and selling".

carsales has taken a digital first approach in its creative production, working with platforms such as Facebook and YouTube to bring the ads to life using video formats and leading programmatic distribution channels for optimum targeting. The digital buy was managed in house, while carsales' media agency, Carat Australia, managed the TV media buy for the campaign, with Red Agency managing the PR.

Hill Start - <https://www.youtube.com/watch?v=a-FlIKRGbto>

Packing - <https://www.youtube.com/watch?v=FLrpy8j3M0>

Tide - <https://www.youtube.com/watch?v=7mBCDVWAvGc>

ENDS

For further information, please contact:

Will Clarke

Communications and PR Manager

03 9093 4505 / 0468 971 536

will.clarke@carsales.com.au

[@willclarkeinoz](#)

About carsales.com Ltd

Media release



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.