

Cars.com Names mcgarrybowen New Creative Agency of Record

CHICAGO, May 31, 2012 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used vehicles, today announced that mcgarrybowen has been named its new Creative Agency of Record. The agency will serve as the lead creative agency in the site's integrated team of marketing agencies, which also includes OMD (media buying), MEA (digital) and Avenue (B2B).

"As we have grown, our needs as an organization have continued to evolve," said Linda Bartman, Cars.com VP Marketing. "We based our decision on mcgarrybowen's ability to provide true strategic insights into our category, fully integrate within our marketing mix, and deliver ground-breaking creative."

"We are thrilled to have the opportunity to work with Cars.com," said Tim Scott, President, mcgarrybowen Chicago. "Their proven track record of success and amazing leadership in this exciting category make this an ideal match for mcgarrybowen. We look forward to a great partnership in the years ahead."

The agency team will be based in mcgarrybowen's Chicago office.

Founded in 1998, Cars.com has been routinely recognized for its noticeable advertising campaigns; its current campaign, "Inner Confidence," was recently featured on CBS Television's "Clash of the Commercials - USA vs. The World." The brand has also been a consistent Super Bowl advertiser, going back to the big game for five consecutive years. "No decision has been made on Super Bowl XLVII," said Bartman.

Cars.com will continue its current "Inner Confidence" campaign, created by DDB Chicago, through the end of 2012.

ABOUT MCGARRYBOWEN

Advertising Age's 2011 "Agency of the Year", mcgarrybowen is a full-service, integrated communications agency with a total offering that includes digital, direct, activation, naming, brand identity, media planning, media buying and advertising. mcgarrybowen is headquartered in New York, with offices in Chicago, London and Dusseldorf. Famous for big, organizing ideas, mcgarrybowen counts some of the world's best-known icon brands as its clients: Anheuser-Busch InBev, Burger King, Disney, Chevron, JPMorgan Chase & Co., Crayola, Kraft, Verizon, Dr Pepper Snapple Group, Marriott, Sharp, Pfizer, Sears and United Airlines.

ABOUT CARS.COM

Cars.com is an award-winning online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car.

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For further information: Ron Hall, +1-312-601-5757

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