

## **Autotrader's New "Shop All The Cars" Marketing Campaign Celebrates All The Car Ads**

ATLANTA, Sept. 25, 2017 /[PRNewswire](#)/ -- On the heels of celebrating its 20th anniversary as the first national online car shopping site, Autotrader launches its new "Shop All The Cars" integrated national marketing campaign centered around the site's unparalleled search experience, providing car buyers the most comprehensive selection of cars, trucks and SUVs.

Developed with independent advertising agency Zambezi, the new Autotrader marketing campaign's anchor creative execution is a 30-second TV spot – ["Shop All The Cars"](#) – which features a visceral mash-up of faux ads for a variety of cars. Following a fast-paced video compilation of the most popular and essential automotive features on car shoppers' consideration lists, the spot concludes with the step-up line, "If you can't find your next car here, you won't find it anywhere."

"We know satisfied selection is paramount when it comes to helping consumers find and buy their next car," said Jessica Stafford, vice president of marketing for Autotrader. "With the ability to browse the widest variety of vehicle options all in one place, there's no reason to go anywhere else. Autotrader is the most complete digital shopping experience for car shoppers, period."

Targeting key demographic groups, such as millennials, Hispanics and families, Autotrader's "Shop All The Cars" campaign will be supported across a variety of broadcast, digital, print and out-of-home (OOH) media elements. The broadcast spots, including "Shop All the Cars" and two other TV commercials that will be released at a later date, will appear during morning, prime time and late night programming, as well as NBA on TNT and across the networks of NBCUniversal. In addition, Autotrader will partner with NBCUniversal and Andy Cohen on a custom spot that will run on select NBCUniversal networks. To further target Hispanic consumers, the brand also has integrations planned with Telemundo's morning show "Un Nuevo Día," and the network's sports programming.

Digitally, the campaign features interactive Facebook Canvas ads in endless swipeable video loops, pre-roll spots on Hulu, homepage takeovers, custom partnerships and digital banners. Outdoor executions will roll out at launch, including static and animated billboards in Los Angeles, Atlanta, Miami and New York's Times Square.

"Autotrader gives car shoppers the ability of total choice, and so the idea here is to make a statement that crosses boundaries, across all car brands," said Gavin Lester, chief creative officer for Zambezi. "Conceptually, 'Shop All the Cars' takes an admiring look at classic car advertising tropes and appropriates all of the best, recreating and playing them back to consumers. This campaign is a celebration of the entire industry."

With expert guidance from Autotrader's editorial team, as well as personalized decision-making support, Autotrader makes it easier than ever for consumers to find the right car and the right deal. Autotrader's easy and convenient Save Car tool keeps an eye on the vehicles shoppers have saved and can send email or text alerts with important details like if the price has dropped, new incentives offered like cash back rebates, zero percent financing and more.

For more information and news from Autotrader, visit [www.autotrader.com](http://www.autotrader.com), or follow us on Twitter ([@autotrader](https://twitter.com/autotrader)), Instagram ([@autotrader\\_com](https://www.instagram.com/autotrader_com)), Facebook ([Autotrader](https://www.facebook.com/Autotrader)) and Snapchat (Autotrader\_com).

### **About Autotrader**

Autotrader connects with more actual car buyers than any other third-party listing site,, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

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