Auto Trader Launches New Tv Ad Focusing On A Family's Need To Change Cars

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Auto Trader, the largest the UK's largest digital automotive marketplace for buying and selling new and used vehicles, is launching a new TV campaign that showcases the ease of selling a car through its private online listings. Created by Isobar, the film takes the perspective of a little boy whose growing family needs to upgrade to a bigger car. We see how, by giving consumers access to three times more buyers than any other site, it's never been easier to sell a car through Auto Trader.

The new TV campaign launches on 1st September and will run throughout September and October, encouraging both buyers and sellers to use Auto Trader. The advert focuses on a family's need to change their car, following the imminent arrival of a new baby, and is shown through the eyes of a young boy helping his Dad prepare to sell their car.

The advert's messaging aims to reinforce Auto Trader's audience leadership position, over 80% of all time spent on auto classified sites is spent on Auto Trader. The use of multiple cars (hatchback and family SUV) also highlights the range of cars available through Auto Trader. It focuses on both buying and selling, as 95% of all sellers are also buyers.

Naomi Hahn, Director of Audience and Brand at Auto Trader, comments: "It's really important for us to continue to grow our audience and that's all about increasing our relevancy to consumers. We help throughout the whole car buying process and our new *Little Sister* campaign shows consumers just how easy it is to sell their car through Auto Trader, and also offers them a huge choice of cars from thousands of dealers and private sellers to buy."

The campaign will reach: 21.9M ABC1 adults, Auto Trader's core buying and selling audience and will be broadcast on primetime programming across ITV, Channel 4, Sky 1, Sky Atlantic and E4; as well as demand websites including 4od, Sky Go and Demand 5.

To support and amplify the TV burst, the campaign will also include activity across digital display, social, PR, email, direct mail and PPC. Auto Trader will also take over high-engagement sites such as Yahoo and The Telegraph to extend its reach beyond TV in a bid to drive consumers through to the Auto Trader site. The brand will also increase investment in PPC and display to ensure its leveraging the interest generated by TV to capture as many in-market consumers as possible, delivering increased traffic to the site.

TIME LENGTH: 30secs

LIVE DATE: September 1st 2015

AGENCY: Isobar

(((((Auto Trader, the UK's largest digital automotive marketplacefor buying and selling new and used vehicles.)))))

For all trade media enquiries, please contact:

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Notes to Editors:

Auto Trader Group plc is a 100% digital business having successfully completed the transition from a print title in 2013. Auto Trader sits at the heart of the UK's vehicle buying process and operates the UK's largest digital automotive marketplace.

Auto Trader's primary activity is to help vehicle retailers compete effectively on the Marketplace in order to sell more vehicles, faster. The Marketplace brings together the largest and most engaged consumer audience. Autotrader.co.uk attracts around 44.5 million monthly cross-platform visits on its sites, with around 68% of visits coming through mobile devices, with the largest pool of vehicle sellers (listing more than 400,000 cars each day). In fact over 80% of all time spent on classified sites is spent on Auto Trader. The Group does not buy or sell any vehicles itself.

Auto Trader has around 92% prompted brand awareness in the UK, with 80% of UK retailer forecourts advertising via the website and around 65% of UK used car transactions involving cars listed on autotrader.co.uk.

Auto Trader's market-leading position enables it to generate and collect large amounts of data on the UK's automotive marketplace and leverage it to create a suite of services that allow retailers to:

- BUY – buy the right vehicles, at the right price
- MARKET - market their brands and businesses effectively in the digital world
- SELL- sell more vehicles through advertising on the UK's largest digital automotive marketplace
- MANAGE – optimise their stock turn and vehicle margin.

For more information please visit http://about-us.autotrader.co.uk/

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