



## CarGurus' New Brand Campaign, "Your Car, Your Way," Captures the Elusive Experience of Having Everything Go Your Way

January 3, 2024

**Integrated campaign highlights the digital tools that enable consumers to buy and sell a vehicle exactly how they want, whether that be online, in-person, or a mix of both**



CAMBRIDGE, Mass., Jan. 03, 2024 (GLOBE NEWSWIRE) -- [CarGurus](#) (Nasdaq: CARG), the No. 1 visited digital auto platform for shopping, buying, and selling new and used vehicles<sup>1</sup>, today released its new brand campaign, "Your Car, Your Way," spotlighting the satisfying feeling of having everything happen exactly as you'd want. An extension of the brand's 2023 "Get it With Gurus" campaign, the new spots emphasize the experience of drivers who are able to buy or sell a vehicle their way, whether by shopping online for the best deal from a dealership, receiving a competitive offer to sell an existing car virtually, or financing seamlessly online through CarGurus.

"We know consumer needs are evolving, with [research](#) showing that a majority of car buyers and sellers are open to doing more online, but not necessarily everything. Many depend on an in-person visit to feel confident with their decision, whether that be for a test drive or to discuss a trade-in," said Dafna Sarnoff, Chief Marketing Officer at CarGurus. "At CarGurus we're driven to transform what can be a tedious process into a delightful experience through omni-channel retail tools, transparent listing information, and expert-informed reviews that put consumers in control while also enabling our dealer partners to better serve their customers. We love that this campaign captures how our platform can make you feel as that happens, and inspires viewers to feel supported in whatever path they choose."

To bring this year's campaign to life, CarGurus developed national TV and digital spots in collaboration with DDB San Francisco. In the creative, a car shopper experiences a dreamlike sequence where everything goes his way – like gliding over an otherwise painful children's toy, landscaping with just the sip of a drink, and enjoying a gourmet meal prepared by his toddler. Intended to emote what it feels like when shoppers "Get it with Gurus," the campaign shows the confidence and control that can come from using the CarGurus platform.

"We all know the euphoric feeling of getting things exactly our way without compromise — a feeling that, for most of us, is all too rare," added Sian Coole, Creative Director at DDB. "We wanted to show how CarGurus gives you that empowering feeling of control."

CarGurus' integrated campaign will run across TV networks and connected TV providers and will be supplemented with digital and social executions, including influencer programs.

In tandem with the new brand campaign, CarGurus also released its 2023 "Shopping Your Way" report, which highlights how CarGurus site users customized their online car shopping experience in 2023. Insights include the most viewed new car listing, top wishlisted car models, the most popular body styles, top viewed models by region, and more. The full infographic with findings can be found [here](#).

View the full campaign video library here: <https://cargur.us/10xtmC>. Follow #GetItWithGurus and #CarGurus to see the campaign come to life on social media.

**Creative Credits :**

## CarGurus

- Dafna Sarnoff, Chief Marketing Officer
- Allison Conroy, Director, Brand Marketing
- Amanda Giddon, Brand Lead & Special Projects
- Carli Riibner, Senior Brand Marketing Specialist
- Alison Ciummei, Director, Product Marketing
- Maggie Meluzio, Director, PR & External Communications

## DDB San Francisco

- Ty Kendig, Managing Director
- Ben Wolan, Executive Creative Director
- Sian Coole, Creative Director
- Roselyn Pla, Senior Copywriter
- Aidan Zeecchel, Art Director
- Alexis Coulter, Head of Production
- Aaliyah Moffett, Junior Producer
- Jonathan Rodrigues, Head of Strategy
- Shelby Kennedy, Associate Strategist
- Maggie Williams, Account Director
- Jack Lakowske, Account Supervisor
- Chris Merchant, Senior Project Manager

## Production Team:

### Arts & Sciences

- Fiona McGee, Director
- Mal Ward, Managing Partner / Executive Producer
- Marc Marrie, Managing Partner / Executive Producer
- Christa Skotland, Director of Production / Executive Producer
- John Benson, Executive Producer
- Milena Milicevic, Head of Production
- Ivy Jane, Office Coordinator

## Animals

- Miriana DiQuinzio, Executive Producer
- Chris Hutsul, Executive Producer
- Gillian Marr, Senior Producer

## About CarGurus, Inc.

CarGurus (Nasdaq: CARG) is a multinational, online automotive platform for buying and selling vehicles that is building upon its industry-leading listings marketplace with both digital retail solutions and the CarOffer online wholesale platform. The CarGurus platform gives consumers the confidence to purchase and/or sell a vehicle either online or in-person, and it gives dealerships the power to accurately price, effectively market, instantly acquire and quickly sell vehicles, all with a nationwide reach. The company uses proprietary technology, search algorithms and data analytics to bring trust, transparency, and competitive pricing to the automotive shopping experience. CarGurus is the most visited automotive shopping site in the U.S.<sup>1</sup>

CarGurus also operates online marketplaces under the CarGurus brand in Canada and the United Kingdom. In the United States and the United Kingdom, CarGurus also operates the Autolist and PistonHeads online marketplaces, respectively, as independent brands.

To learn more about CarGurus, visit [www.cargurus.com](http://www.cargurus.com), and for more information about CarOffer, visit [www.caroffer.com](http://www.caroffer.com).

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<sup>1</sup> [Similarweb](#): Traffic Insights, Q3 2023, U.S.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/b72f3d24-1c2a-47c4-a805-298d10864359>



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Source: CarGurus, Inc.