



## interactive brief

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### **who we are:**

Kijiji.ca is Canada's largest online classifieds site. In just 3 short years Kijiji established itself as the Canadian leader in local online classifieds and now attracts more than 5 million Canadians each month. Canadian's visit Kijiji to buy, sell, trade, offer services and connect with people in their local communities. All of it done at no cost to them.

**Fun Fact:** *The word Kijiji is a Swahili word which means 'village' and is the essence of our site...connecting people locally.*

### **what we want people to know about us:**

Even with our tremendous growth we still have a lot of work to do in driving awareness. However, we are an experiential brand which means our focus is on getting people to use our site and *experience* us. The actions that we want people to take are one of the following:

1. Post a free classified ad
2. Reply to a classified ad

The key value propositions that we want people to know about Kijiji are:

- We are the largest classified site in Canada
- We are LOCAL (we have over 63 Canadian city based Kijiji sites, see list here: <http://www.kijiji.ca/?ChangeLocation=Y>)
- We are super simple to use
- We are FREE (why pay a newspaper or anyone else to place a classified ad when you can use Kijiji for free)

### **who are we targeting:**

Kijiji has a wide demographic appeal and the current composition of our site is practically 50/50 male/female. We are skewed towards the 25-54 age range so not the younger Internet savvy audience. In addition, we saw early success with women who have young families and would use Kijiji to sell over-grown baby items or

purchase them for their new children. What we are looking for is a geographic targeting at a city specific level. We have 5 main Kijiji cities that we want targeted:

1. Montreal
2. Toronto
3. Halifax
4. Ottawa
5. London, Ontario

We are looking for creative that will speak to people at a local level which is one of our strongest value propositions.

**more about us:**

In addition to operating over 60 city specific Canadian Kijiji sites we are focused on 8 main categories. Our users come to our site to use one or more of the following categories:

1. **buy/sell** (general merchandise for sale)
2. **cars/vehicles**
3. **pets**
4. **employment**
5. **housing/real estate**
6. **services** (painters, plumbers, etc.)
7. **personals**
8. **community** (i.e. activity partners)

**tagline:** Free local classifieds

**who we compete with:**

Kijiji competes with various websites. Our main competitors in the classified space include: Lespac.com (Quebec), Craigslist, Buysell (mainly Western Canada), Canoe. In addition, we compete with sites from a vertical perspective (i.e. Lavalife-personals, autotrader-cars, etc.)

**what we definitely want to see :**

We are challenging you to present new and exciting ways to connect with the consumer in ANY digital environment. Submissions may consist of a banner, online billboard, website, text message, viral campaign, or any digital medium you feel would be effective in generating results. Be imaginative in your use of the media as well as in your message!

Any creative would have to include our Kijiji logo and a very strong call to action (post a free ad or buy).