

Raise the Bar on Awareness – Toolbar

Anchored presence yields awareness & inspires undecided shoppers to dive into your model content

- Generate top-of-funnel awareness among in-market shoppers while driving engagement with a persistent, attention-getting opportunity above the fold
- Grab attention on section landing pages with high-impact messaging and increase consideration

The screenshot displays the Kelley Blue Book website interface. At the top, the navigation bar includes the KBB logo, 'The Trusted Resource', and links for Home, Car Values, Cars for Sale, Car Reviews, Awards & Top 10s, and Research Tools. User account options for Sign In and 92870 are also visible. Below the navigation, a large grey rectangular area is labeled 'Advertisement'. The main content area features a breadcrumb trail 'Home > What's My Car Worth' and a prominent 'Get Your Blue Book Value' section. This section includes a form with dropdown menus for Year, Make, and Model, a Mileage input field, and a 'Next' button. To the right of the form, a '2018 Ford Expedition' advertisement is displayed, featuring a blue SUV image and the text 'Welcome to the entirely new Expedition.' Below the car image, it says 'Sponsored by' followed by the Ford logo and 'Go Further' slogan, with a 'Learn More' link. Further right, another 'Advertisement' section titled 'Selling Your Car?' is visible, with a sub-link 'Upgrade to Toyota Avalon for more room, luxury'. At the bottom of the page, there is a 'Popular at KBB.com' section and a 'New Car Buyer's Guide' link. A small banner at the bottom left of the page reads 'GEN BRAND The beauty of performance' with a red car image.