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Zillow Unveils New National TV Spot "Lake House"

Latest ad highlights collaborative features, map-based search, and accessibility across multiple platforms and devices

SEATTLE, Feb. 20, 2015 /PRNewswire/ -- Zillow®, the leading real estate and home-related information marketplace, today announced it will be releasing its fifth TV spot as part of the company's award-winning "Find Your Way Home" national advertising campaign. The spot will debut on national broadcast during the 87th Academy Awards on Sunday, Feb. 22, 2015 on ABC.

The new TV ad, titled "Lake House," tells the story of a modern home search, including how mobile devices and technology drive the way families shop for homes today. The ad delves into the emotional significance tied to the hunt for not just a new house -- but a place for our lives to happen. With this latest spot, Zillow highlights its unique collaboration tools, map-based search, photo viewing capabilities and seamless experience across multiple platforms, including web and mobile. With the busy spring home shopping season on the horizon, the ad is slated to rotate on major broadcast and national cable networks, including CNN, HGTV, and USA Network.

"Searching for your next home is not a solo experience. We crave emotional support of others throughout the process, whether they are in the next room, in the next state or in another country," said Amy Bohutinsky, Zillow Group chief marketing officer. "Lake House" showcases how using Zillow makes collaborating with others extremely simple, so you can focus all your attention on finding the right home."

Both :30 and :60 second formats of "Lake House" were produced as part of the ongoing "Find Your Way Home" campaign, which also includes national radio, print, mobile and digital elements.

"Lake House" was produced by Deutsch LA and directed by Jeff Preiss, an American filmmaker, cinematographer, director and producer. The spot is set to the song "Atlas Hands" by Benjamin Francis Leftwich. This ad, along with Zillow's other TV spots in the "Find Your Way Home" campaign, can be found at Zillow.com/TV.

(ZFIN)

About Zillow

Zillow® is the leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help. Zillow serves the full lifecycle of owning and living in a home: buying, selling, renting, financing, remodeling and more. In addition to Zillow.com®, Zillow operates the most popular suite of mobile real estate apps, with more than two dozen apps across all major platforms. Launched in 2006, Zillow is owned and operated by Zillow Group (NASDAQ:Z), and headquartered in Seattle.

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