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## **Zillow Unveils New National TV Spot: Homecoming**

### **Ad highlights mobile features and collaborative tools that make finding a home more efficient than ever; First in a series of new spots for summer**

SEATTLE, June 8, 2015 /PRNewswire/ -- Zillow® the leading real estate and home-related information marketplace, will be releasing its sixth TV spot today as part of the company's award-winning "Find Your Way Home®" national advertising campaign. The ad will run nationally through the end of the year.

The new ad, "Homecoming," launches at the start of the incredibly active summer home buying season. It showcases the modern home shopping process and the way Zillow's cross platform approach - from mobile phones, to tablets, to Web - allows home shoppers to seamlessly find and share homes they love, and connect with professionals who can help them pursue.

"Finding and creating a home is more than just buying a house - it's an emotional process that involves everyone in a family," said Amy Bohutinsky, chief marketing officer of Zillow. "With these new ads, we are providing real-life examples of the many different ways people turn a house into a home, and the way Zillow empowers this process."

The latest television spot chronicles the story of a couple traveling abroad to adopt a child, while simultaneously searching for a home for their expanding family. It shows how Zillow's multi-platform technology propels each stage of the characters' home search, particularly through mobile devices. Nearly two-thirds of Zillow's usage occurs on a mobile device. In April alone, more than 600 million homes were viewed on Zillow Mobile - that's 232 homes per second.

"Homecoming" will run in 30-second formats on broadcast and cable networks including ABC, CBS, HGTV, and CNN, with a longer 60-second version that runs on various online platforms. This ad, along with others being launched this summer, are part of the ongoing "Find Your Way Home campaign," launched in 2013, which includes national radio, print, mobile and digital elements.

"Homecoming" was produced by DeutschLA and directed by Mark Malloy, with editing by Gentleman Scholar and Cut and Run. The spot features the song "I Hate It When We Fight" by American singer/songwriter Joy Williams. Zillow's TV spots in the "Find Your Way Home" campaign, including "Homecoming", can be found at [Zillow.com/TV](http://Zillow.com/TV).

(ZFIN)

### **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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