

## **Yahoo is set to unveil big marketing push**

*Miguel Helft*

*Yahoo is expected to unveil a major new marketing campaign on Tuesday during an advertising conference in New York, according to people briefed on its plans.*

The campaign, which is aimed at bolstering Yahoo's image with consumers and advertisers, will be backed by a budget of more than \$100 million, according to one person familiar with Yahoo's plans who spoke on condition of anonymity because the plans are confidential.

The campaign will be unveiled during the Internet Advertising Bureau's MIXX conference, where Yahoo's new chief marketing officer, Elisa Steele, is giving a keynote titled "Yahoo's Consumer Revolution... Round II." Her presentation Tuesday morning, in the midst of Advertising Week events, will be followed by a press conference led by a group of top Yahoo executives, including Carol Bartz, the chief executive.

The campaign will emphasize the size and scale of Yahoo's business, reinforcing the notion that the company operates the biggest network of media properties on the Web, with more than 500 million visitors every month around the world.

A Yahoo spokeswoman declined to comment. Ms. Bartz alluded to the campaign during Yahoo's most recent earnings call. Yahoo's plan to unveil the campaign next week, as well as some of its details, were first reported by AllThingsD, a tech industry blog.

Ms. Bartz has been explaining Yahoo's shift in focus following the company's search deal with Microsoft. While the bulk of Yahoo's energy will be focused on its media properties and advertising business, the company is not completely giving up on search.

You can expect the theme of the campaign to echo recent statements from Ms. Bartz about Yahoo being "the center of people's online lives" and to highlight new versions of Yahoo's home page, e-mail and other services. In a recent television interview, Ms. Bartz also said that Yahoo wants to move beyond some of the negative commentary that has plagued the company over the past couple of tumultuous years and "come out swinging."

**New York Times, New York, Sept. 18<sup>th</sup> 2009, Technology, online.**