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Groupon Launches First-ever Holiday TV Campaign--Encouraging Shoppers to "Gift the Experience"

National campaign highlights the variety of gifts and experiences exclusively available through Groupon for everyone on your list

CHICAGO--(BUSINESS WIRE)-- Groupon (<http://www.groupon.com>) (NASDAQ: GRPN) today announced the launch of the company's first-ever holiday TV campaign urging shoppers to "Gift the Experience" this season with exclusive gifts and experiences only available through Groupon. The ads are an extension of the ongoing "Own the Experience" campaign that launched over the summer.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161121005936/en/>



"We're excited about our new holiday campaign because it embraces what sets us apart from all other shopping destinations, which is that you can find the most popular products and amazing local experiences all in one place," said Jon Wild, VP Marketing for North America, Groupon. "Whether it's a yoga mat or a yoga class, concert tickets or a selfie-stick for the show, only Groupon has incredible deals on everything for all your holiday gifting needs."

The first spot--"[Gift](#)"--running up to Black Friday/Cyber Monday weekend, focuses on the products found on Groupon Goods. Some of these examples include: consumer electronics - drones and GoPros, home - cookware from [Rachael Ray](#) and [Vitamix](#) blenders and apparel and sports equipment - [coats](#) and skateboards.

The second spot--"[Experience](#)"--beginning on Cyber Monday and running until Christmas, focuses on giving the gift of local experiences, which [studies have shown](#)

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(Photo: Business Wire)

make people happier. Some of these examples include: things to do in your neighborhood and city - glassblowing lessons and helicopter tours; food and drink - sushi and steakhouse deals, beauty and spas - massages and no-chip manicures.

The ads will run in :15 and :30-second formats on networks and cable outlets including ABC, Fox, NBC, Bravo, Comedy Central, E!, Food Network, HGTV, Lifetime, TLC and USA. The multimillion-dollar campaign officially began last week and will run throughout the remainder of the holidays.

The spots were created and produced by Groupon's agency of record, O'Keefe Reinhard & Paul, and the media buy was placed by Blackwood Seven.

To help people get the jump on gifting the experience this holiday season, the Groupon Holiday Gift Shop (<https://www.groupon.com/occasion/gift-shop>) is back with curated gift suggestions for everyone in your life. In addition, Groupon is offering early pre-Black Friday savings (<https://www.groupon.com/occasion/pre-black-friday>), including:

Top Deals:

[Vizio 4k Ultra HD TVs - \\$479.99. 30% savings](#)

[Roku 4 Streaming Player 4K UHD - \\$99.99, 23% savings](#)

[Clarisonic Mia 1 or Mia 2 Sonic Facial Cleansing System - \\$129.00](#)

[Zoomer Chimp - \\$84.99, 29% savings](#)

[Rusk Curl Freak Professional Hair Curling Machine - \\$54.99, 54% savings](#)

[Emeril Stainless Steel 18-piece Cutlery Block Set - \\$49.99, 80% savings](#)

Holiday Cheer:

[Pre-Order Fresh-Cut Christmas Tree with Free Home Delivery - \\$59.99, 59% savings](#)

[Personalized Video Message from Santa for One, Two or Three Children from Elfi - up to 40% savings](#)

[As Seen On TV Startastic Holiday Light Show Laser Projector - \\$36.99](#)

Emoji Jewelry and apparel:

[Original Emoji Earrings - up to 80% savings](#)

[Santa Emoji Charm Bracelets - up to 70% savings](#)

[Assorted Emoji Slippers including Pile of Poo and Sleeping Face - \\$17.99, 49% savings](#)

NFL Team Merchandise:

[Unisex NFL Ugly Sweaters - \\$59.99, 25% savings](#)

[NFL Women's Fronrunner 2 Rain Boots with Microfleece Lining - \\$109.99](#)

[NFL Scarf and Gloves Set - \\$24.99, 17% savings](#)

While supplies last. No substitutions and no rainchecks. All deals subject to change. Advertised prices available [11/21/16] but end dates vary. See the product listing on groupon.com for its sale end date.

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About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

To download Groupon's top-rated mobile apps, visit www.groupon.com/mobile. To search for great deals or subscribe to Groupon emails, visit www.groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.groupon.com/merchant.

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