



May 23, 2016

New Groupon TV Ad Campaign Urges People to Go Out and "Own the Experience"

National campaign emphasizes living in the moment through Groupon

CHICAGO--(BUSINESS WIRE)-- Groupon (www.groupon.com) (NASDAQ: GRPN) today announced the launch of a national TV advertising campaign centered around the important role that experiences play in people's daily lives and how Groupon can help them find and save on amazing things to see, do, try and buy in their neighborhood.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160523005851/en/>



The new, multimillion-dollar campaign begins today and will run throughout the remainder of the year. The first TV spot playfully celebrates the differences between the "Haves" and the "Have-Dones," with the "Haves" being those who fill their mansions with needlessly extravagant things and the "Have-Dones" being those who enrich their lives with Groupon through thousands of amazing experiences. Aspire to collect memories, in other words, not conspicuous consumption.

"We want to help people own the experiences that make life great, and that starts with the thousands of amazing things to do in and around their neighborhoods. As the experts in local, Groupon has evolved from a daily email to a discovery destination, and this campaign highlights both the breadth of things available on Groupon and the sheer joy of owning the experience," said Vinayak Hegde, chief marketing officer, Groupon. "We're proud of the daily role we play in our customers' lives by connecting them with something that's been [scientifically proven](#) to make them happier, and we look forward to bringing that happiness to millions more."

National campaign emphasizes living in the moment through Groupon (Graphic: Business Wire)

(<https://okrp.com>), will run in :15 and :30-second formats on broadcast and cable networks. In addition, the spots will air on major programs, including *Bones*, *Dancing with the Stars*, *Good Morning America*, *Jimmy Kimmel Live!*, *The Tonight Show Starring Jimmy Fallon* and *The View*.

"We know there is strong equity in deals, and that's something Groupon has long been known for by its customers," said Nick Paul, president, OKRP. "But today, experiences are what really matter to consumers and Groupon excels at connecting them with local places and people that create real and memorable moments. We saw that as something unique and ownable to Groupon."

The campaign will be customized for retail holidays and popular Groupon categories such as food and drink, beauty and spas and things to do. In addition to TV, it will expand to other marketing channels in the form of national radio, print and digital advertising. Mediavest|Spark and TWO NIL are handling the media buys.

The new TV ads, which were created and produced by Groupon's newly appointed agency of record O'Keefe Reinhard & Paul

The debut ad can be found at <https://www.groupon.com/pages/own-the-experience> or the Groupon [YouTube](#) channel.

"Groupon" is a trademark of Groupon, Inc., and "Groupon" is registered in the U.S. and other countries. All other names used may be trademarks owned by their respective holders.

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.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160523005851/en/>

Groupon
Bill Roberts
312-459-5191
press@groupon.com
or
OKRP
Toni Lee
203-761-1292
toni@tonileep.com

Source: Groupon

News Provided by Acquire Media