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Kijiji seeks hoarders, offers help

by [Melita Kuburas](#)

Anyone who has watched individuals turn their homes into mountains of trash on *Hoarders* has probably cringed and thought, "I really should start getting rid of some stuff around here."

Kijiji, a classifieds site that launched in Canada in 2005, is now for the first time using TV to target people who care about home organization and decor, with a specialty and conventional TV buy running through April.

Handled by Toronto-based Denneboom, the campaign targets "people looking at clearing things out of their home, doing new things to their home and their yard, and getting ready for summer," explains Judy Goddard, senior media advisor, Denneboom. To reach this demo, 15-second ad placements are running on specialty channels during shows like *Cash & Cari*, *Property Brothers*, *Antiques Roadshow*, *Canadian Pickers* and, of course, *Hoarders*.



Kijiji, a subsidiary of eBay, is also currently running a "Cluttered Room Contest" on CP24, where viewers are asked to send in stories of their organizational disasters in order to seek advice from a CP24 personality who will help them sell their unwanted items. As well, the Weather Network will run a segment called Spring Cleaning Report - when the weather is good, reporters will encourage people to get out and start spring cleaning, plugging Kijiji as an ideal way to sell, says Goddard.

The creative was borrowed from a Kijiji campaign in Germany but altered to reflect Canadian characteristics (like switching the euro to a dollar sign on the bag of money featured in the spot, and anglicizing the character's name). It will also run on conventional TV during shows like *30 Rock* and *The Big Bang Theory*.

"We looked at a number of different mediums but we had such a simple message and we really felt that television would resonate best," Goddard tells *MiC*.