



Groupon Goes Big on Small Business for New Ad Campaign

October 26, 2017

New spots highlight how local businesses grow and communities thrive with Groupon

CHICAGO--(BUSINESS WIRE)--Oct. 26, 2017-- Groupon, which has pumped more than \$17 billion into local communities, today unveiled a new advertising campaign (<https://www.groupon.com/pages/communities>) featuring the stories of merchants whose businesses and communities have seen incredible successes through the Groupon platform. The ads, which use the tagline "Groupon: Where Businesses Grow and Customers Save," highlight Groupon's role as an effective and powerful high volume marketing platform that more than a million businesses have used to connect with their surrounding community, grow their business and acquire new and repeat customers—all while delivering more than \$26 billion in savings.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171026006092/en/>

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"We're excited to highlight some of the thousands of local merchants who have seen their businesses grow through Groupon," said Jon Wild, vice president of marketing for North America, Groupon. "Every great neighborhood is defined by the people and local businesses that call it home, and we're proud to provide an unmatched platform for these two groups to connect at scale and help build amazing local spaces in the process."

The spots underscore the value that local businesses provide by offering unique experiences that build long-lasting memories and contribute to the overall economic health of their neighborhoods, as well as the role Groupon plays in making these businesses a success. Merchants featured in the ads are from all over the United States, spanning Groupon's three largest local business categories: food and drink, health beauty and wellness and things to do.

Food and Drink

Agua Dulce Winery - Santa Clarita, Calif.
BIG & little's Restaurant - Chicago
Geja's Cafe - Chicago
La Palmera - Seattle
Osaka Summerlin - Las Vegas
Palace Korean Bar and Grill - Seattle
Sisters of the New South - Savannah, Ga.

Health Beauty and Wellness

105F: Chicago's Original Hot Yoga - Chicago
Cactus Salon and Spa - Long Island, N.Y.

Things To Do

DC Trails - Washington, D.C.
Hangar 18 Indoor Climbing Gyms - Multiple locations in Southern California
Pins N Pockets Entertainment - Lake Elsinore, Calif.
San Diego Harbor Excursions (Flagship Cruises) - San Diego

The new campaign, which was created by Groupon's agency of record [O'Keefe Reinhard & Paul](#), will run TV spots in :15 and :30-second formats on broadcast and cable networks such as CNN, MSNBC and Fox News, among others. All new spots can be found via the Groupon [YouTube](#) channel. [Blackwood Seven](#) is handling the media buy for the campaign.

Building great communities is one of Groupon's five core values, and the company is committed to continuing to promote initiatives that help foster economic development and growth of small businesses. Eighty-five percent of Groupon's U.S. merchant population have 20 or fewer employees and nearly one-third are sole proprietors.

Some of Groupon's recent community-building campaigns have included establishing a [small business recovery fund](#) for businesses that were damaged or destroyed by the recent hurricanes, running [discover downtown](#) campaigns—curated deal collections that highlight and support the unique character of neighborhoods — and [working with local incubators](#) to help entrepreneurs receive the financial support and services they need to start, invest in and grow their businesses.

For more information about Groupon's community-building initiatives, please visit <https://www.groupon.com/pages/communities>.

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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