

Yahoo to spend \$100M in bid for more brand buzz

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(AP) -- Yahoo will spend more than \$100 million in its latest attempt to rejuvenate one of the Internet's best-known brands.

The [money](#) will be poured into a 15-month marketing campaign to begin next week. Yahoo provided a peek Tuesday at the Advertising Week blitz in New York.

The ads are to run on television, online and elsewhere in the United States and nine other countries.

The ads will focus on Yahoo's efforts to provide its nearly 600 million worldwide users with more ways to customize the pages that they see on Yahoo, even if it means drawing upon material from other sites.

The messages sum up a theme that [Yahoo](#) CEO [Carol Bartz](#) has been harping on since her hiring in January to end a three-year slide in profits.

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