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ADBR 460

Key Message:

eBay is the place for buying goods that have meaning & story.

When you make a purchase from eBay, you are buying into a story as well.

Each listing has history, it's not just a piece of stock in a warehouse.

The Audience:

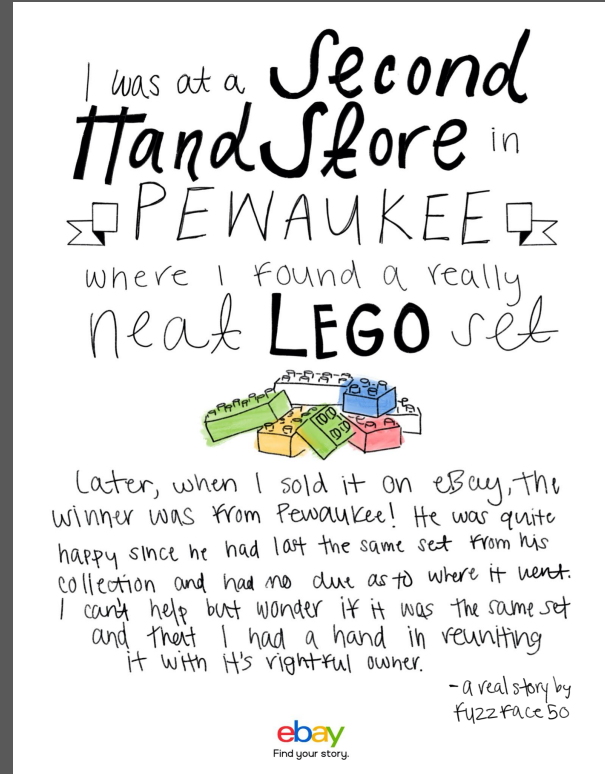
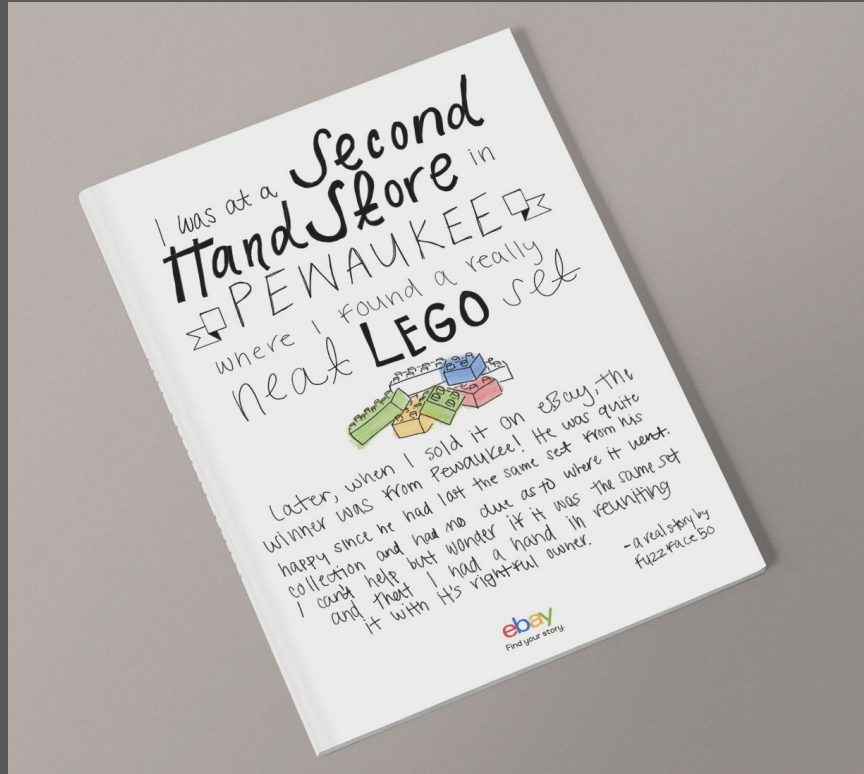
This campaign is aimed at people who shop online at places like Amazon and Facebook Marketplace. Because eBay is a digital platform, majority of the campaign will be run digitally on social media. In exception to this is print ads placed in publications like The New Yorker and Better Homes & Gardens.

Strategy:




Convince **online shoppers** that they should shop on eBay because eBay will sell you a **story**, not just a product and that there are **real people** creating listings for items that don't belong to a large stock or business.

The Campaign:

Print:



Print:

My very great grandmother took my sister and I to LYONS CORNER HOUSE for afternoon tea.  We had never been anywhere like it. My sister and I ordered a CHOUX BUN  and when it arrived, she picked it up and was about to bite into it when my grandmother, in a voice that could SHATTER GLASS declared that you should NEVER eat cake with your hands, one ALWAYS uses a cake fork.  Then, when I bought cutlery for my first home, I just had to buy the same cake forks on Ebay.

- a real story by
MARY HEMSWORTH


Find your story.

I DISCOVERED
THAT MY CHIROPRACTOR
HAD A CARD OF HIMSELF
FROM WHEN HE PLAYED
HOCKEY.



I BOUGHT ALL THAT I COULD FIND ON EBAY AND SURPRISED HIM. HE WAS KIND ENOUGH TO AUTOGRAPH THEM ALL. I WAS ABLE TO GIVE THEM TO HIS KIDS TO HAVE AS A COOL KEEP SAKE OF THEIR DAD.

- A REAL STORY BY
BEN, ST. PAUL, MN

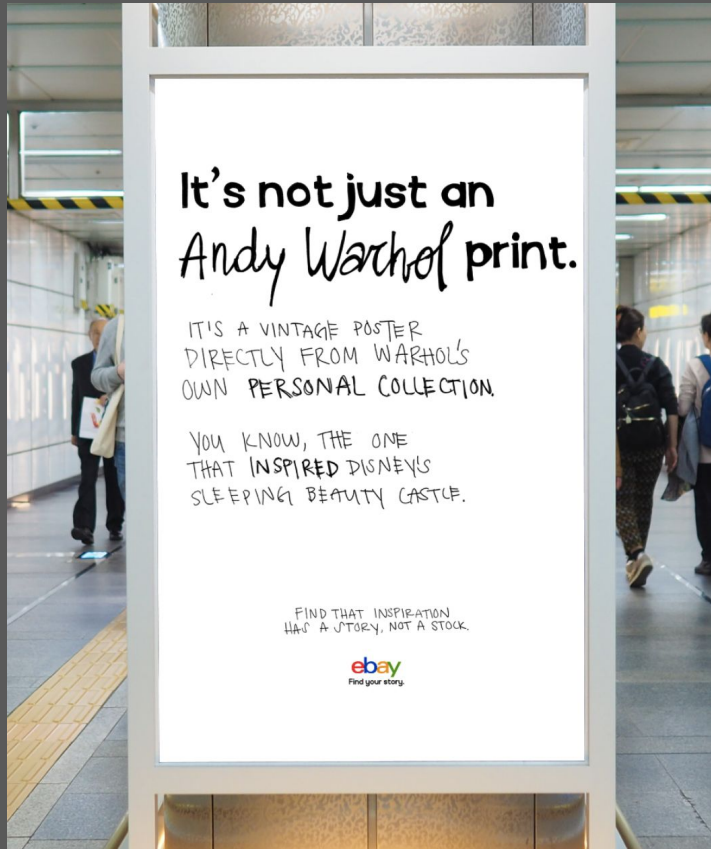

Find your story.

Billboard:

Find that
items aren't
out of stock.


Find your story.

Transit:



It's not just an
Andy Warhol print.

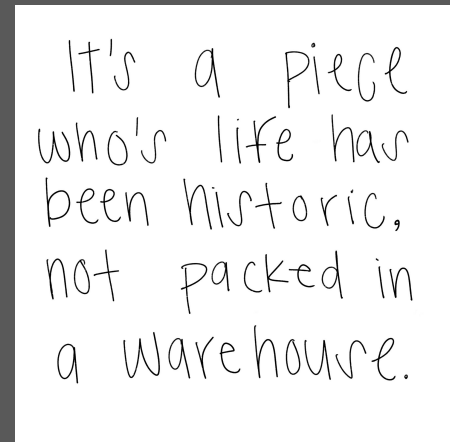
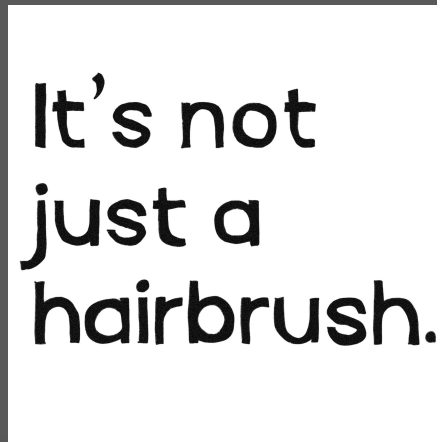
IT'S A VINTAGE POSTER
DIRECTLY FROM WARHOL'S
OWN PERSONAL COLLECTION.

YOU KNOW, THE ONE
THAT INSPIRED DISNEY'S
SLEEPING BEAUTY CASTLE.

FIND THAT INSPIRATION
HAS A STORY, NOT A STOCK.

ebay
Find your story.

Instagram:



Instagram Story:



Facebook:



A real listing by Fire.on.the.10

Find that the things
you need have a history
of their own.

ebay
Find your story.

It's not just a plate.

It's a **memory** From the Windows of the World restaurant which once lived in the north tower of the World Trade Center. And now it's a piece with a story that anyone can hold.

A real listing by Fire.on.the.10

Find that the things
you need have a history
of their own.

ebay
Find your story.

ebay

Moving Forward:

eBay is a big contender in the online shopping game. By using a more personal approach with handwritten styled content, eBay can connect to it's audience in a more authentic way compared to its competitors. With this campaign there is room for growth by means of user generated content, website extensions and video advertising.



Thank You!

NOTES 5/10

- Incorporate more motion
- Try adding color
- Remove illustrations, let the type speak for itself
- Think on copy for billboard
- Create more variation in the handwritten
- Try and bring an amazon juxtaposition in a little more

GOOD NOTES:

- Great use of type, this feels human, keep that up
- Love the stories
- People can visualize on their own with the stories
- Overall well fleshed out, just refine the art