

Media Communication and advertising

By Blanca Chávarri
Yasmina Sarkis
Ouriel Moyse
Ali Jemal

The eBay logo is displayed in a stylized, lowercase font. The letters are colored as follows: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. The logo is centered within a white rounded rectangle.

#bringingbacklegends

Table of context

1. ebay and the market
2. ebay's problem
3. recommended communication strategy
4. primary target
5. objectives of the campaign
6. creative idea
7. media channels & activation (IMC)
8. timings

One of the **BIGGEST**
marketplaces online

Ebay USP

“A global online marketplace where anyone can buy or sell unique, rare, and collectible items—new or used—through auctions or fixed-price sales, with a trusted system of ratings and buyer protection.”

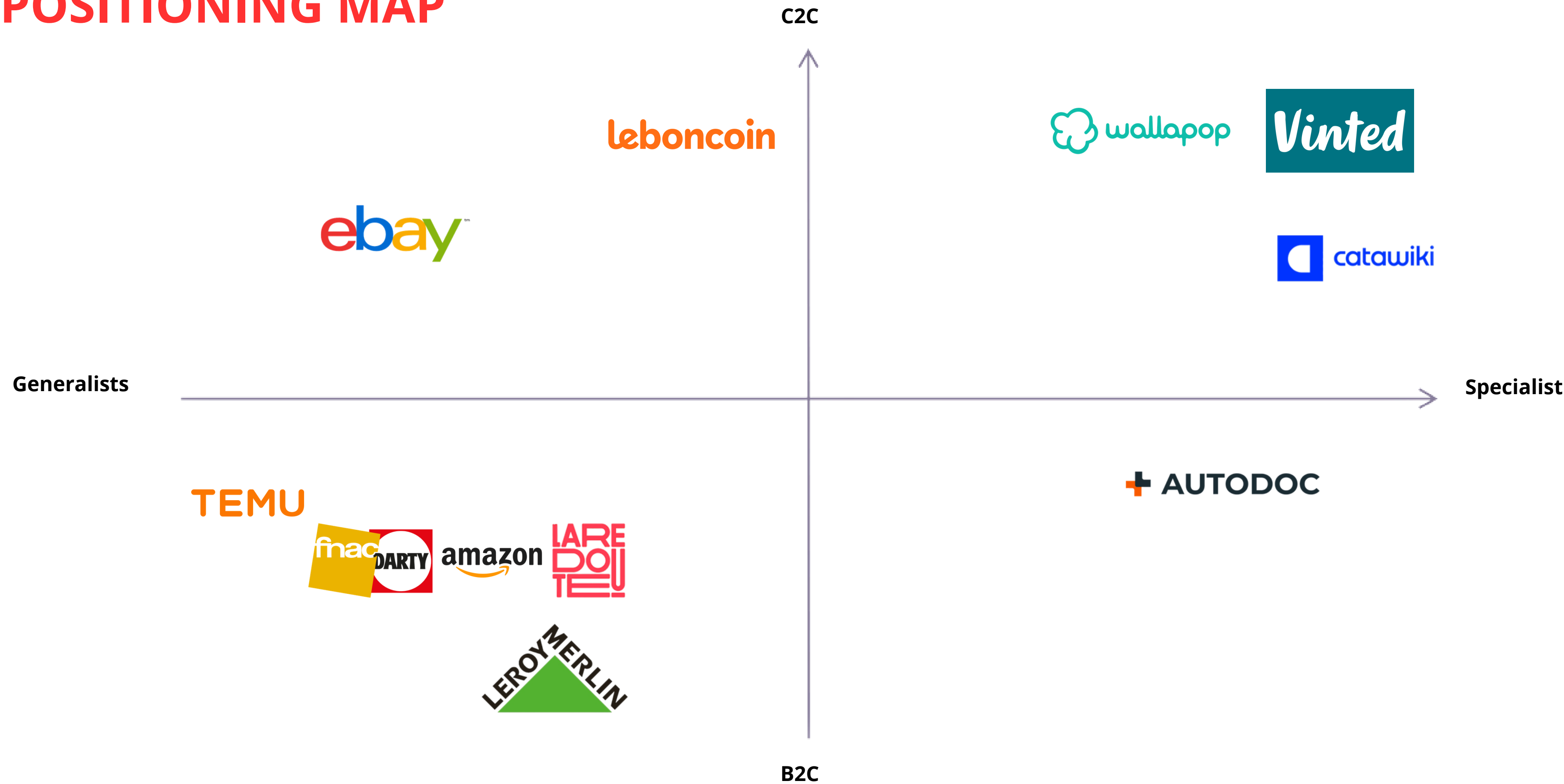
“A global online marketplace where anyone can buy or sell unique, rare, and collectible items—new or used through auctions or fixed-price sales, with a trusted system of ratings and buyer protection.”



~~“A global online marketplace where anyone can buy or sell unique, rare, and collectible items—new or used through auctions or fixed-price sales, with a trusted system of ratings and buyer protection.”~~

No more USP

POSITIONING MAP



Ebay's Big Problem



Ebay? Does it still exist?

Campaign 2022

Ebay? Does it still exist?

Campaign 2022

Platform fatigue

Gen Z target is growing (31%)

Working to positionate around sustainability and circular economy

"jack of all trades, master of none"

***new**

Ebay USP

You can buy and sell
ANYTHING on Ebay

Primary Target : Gen-Z

The Aesthetic Original Seeker



Léna

Art & Design Student

Age

: 21

Location

: Paris

Status

: Single

Lifestyle

: Lives in a studio, spends free time curating her aesthetic online

Pain Points

- Thinks eBay is “for older people”
- Finds the current platform experience outdated
- Wants storytelling and curation, not just listings

Key Channels

TikTok

IG Reels

Pinterest

YT Shorts

Motivations

- **unique objects** with **personality** and **story**
- wants to **stand out visually**
- Loves **Y2K nostalgia**, film filters, digital cameras, old gadgets and retro media

Mindset

- Second-hand for **aesthetic & environmental reasons**
- **eBay = treasure chest** for authentic, forgotten gems

What eBay can offer her

- **Creative Playground**
- Space to **curate her own identity**
- **Stories** that connect generations

If it has a story, it has my attention.



The Bargain Hunter

I saw it, I wanted it.
Done.



Max

Engineering student

Age

: 24

Location

: Lille

Status

: Single

Lifestyle

: Pragmatic, always looking
for good deals or side income

Pain Points

- Finds some platforms too limited (e.g. clothes)
- Dislikes high fees and unclear shipping policies
- Doesn't feel eBay communicates directly to his generation

Key Channels

YouTube

Reddit

Instagram

TikTok

Motivations

- Sees eBay as a way to **make quick & easy money**
- Pragmatic and opportunistic: **sells to buy, buys to sell**
- Loves **electronics, consoles and tech accessories**

Mindset

- Enjoys the **thrill of flipping**
- Likes platforms with **transparency, safety & efficiency**

What eBay can offer him

- **Trusted, global resale ecosystem**
- The only major platform mixing **auctions & fixed-price deals**
- **Quick profit & community** of smart resellers

Business Objectives

Recruit new sellers ,Increase market shares

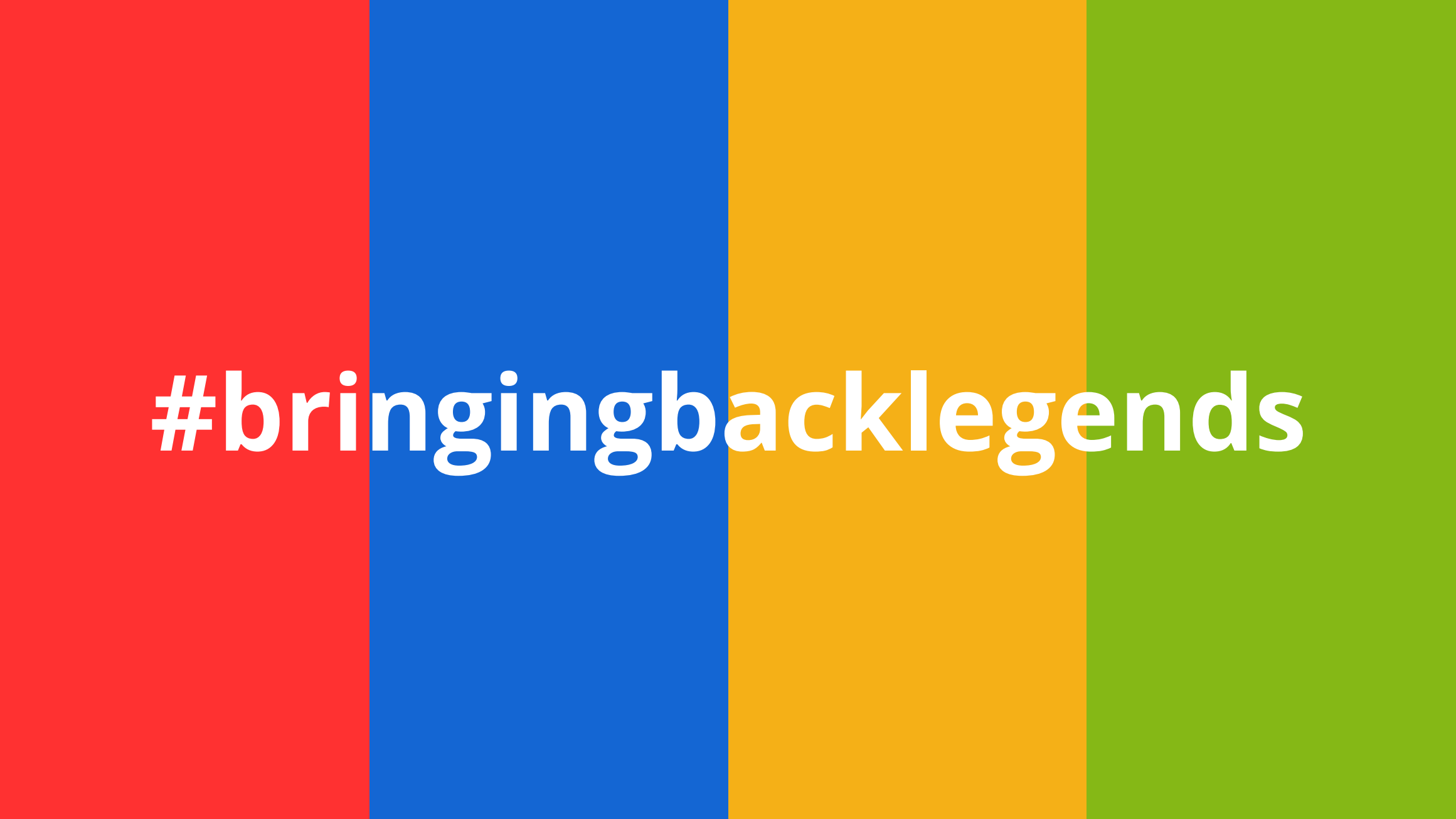
Marketing Objectives

Increase brand relevance among French Gen Z

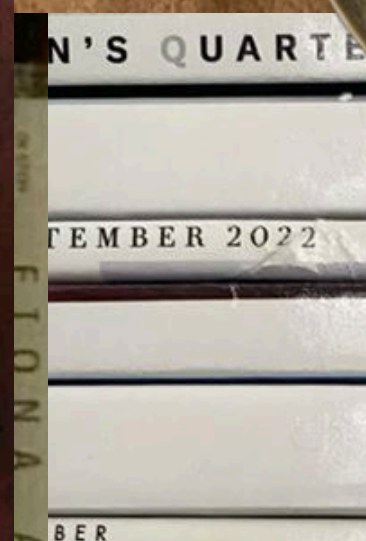
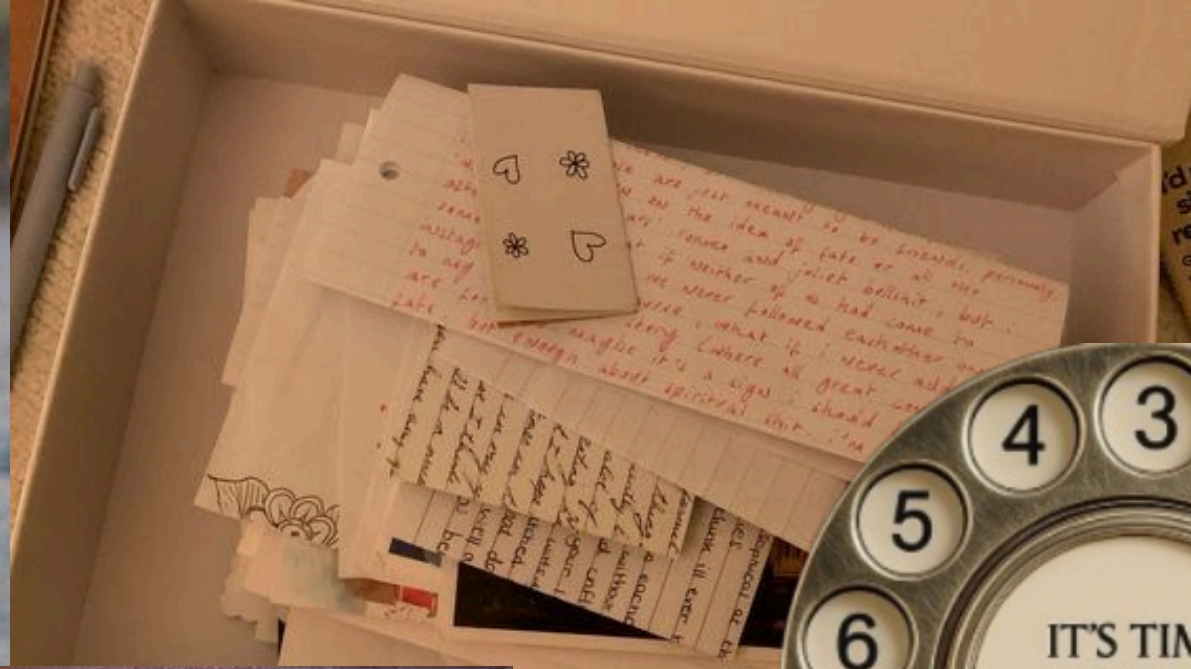
Communication Objectives

Position eBay as a place full of surprising, story-driven objects. Reinforce their fight for circular economy.

Creative
idea campaign



#bringingbacklegends



TO FRESH
STARTS
& NEW
BEGINNINGS



NOVEMB
WE CAN'T BECOME

Advertising

Bringing Back Legends



3 episodes that tells the story of a product from the buyer and seller perspective.

Giving products another life

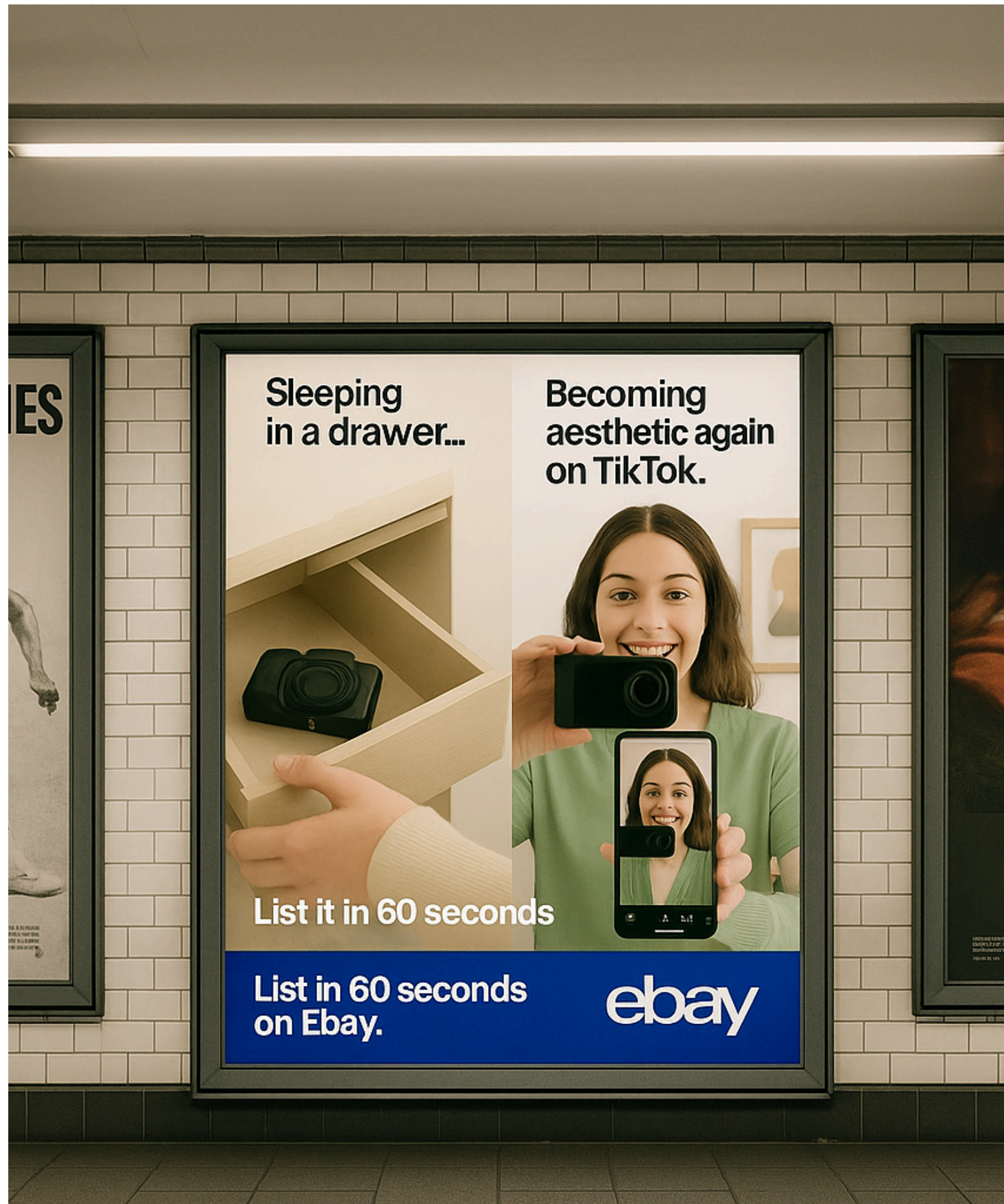
Different categories to express the *"you can buy and sell ANYTHING"*

tone: fresh, nostalgic and fun

kpis: CPC, CVR (new users), Impressions, GRP, CPM

OOH Posters in public transportations and billboards

-Stopping people where attention is
highest



kpis: impressions, CPM, GRP, CPC, CVR (new users)

Events and experiences



Pop-Up Second Hand Market

with schools and universities

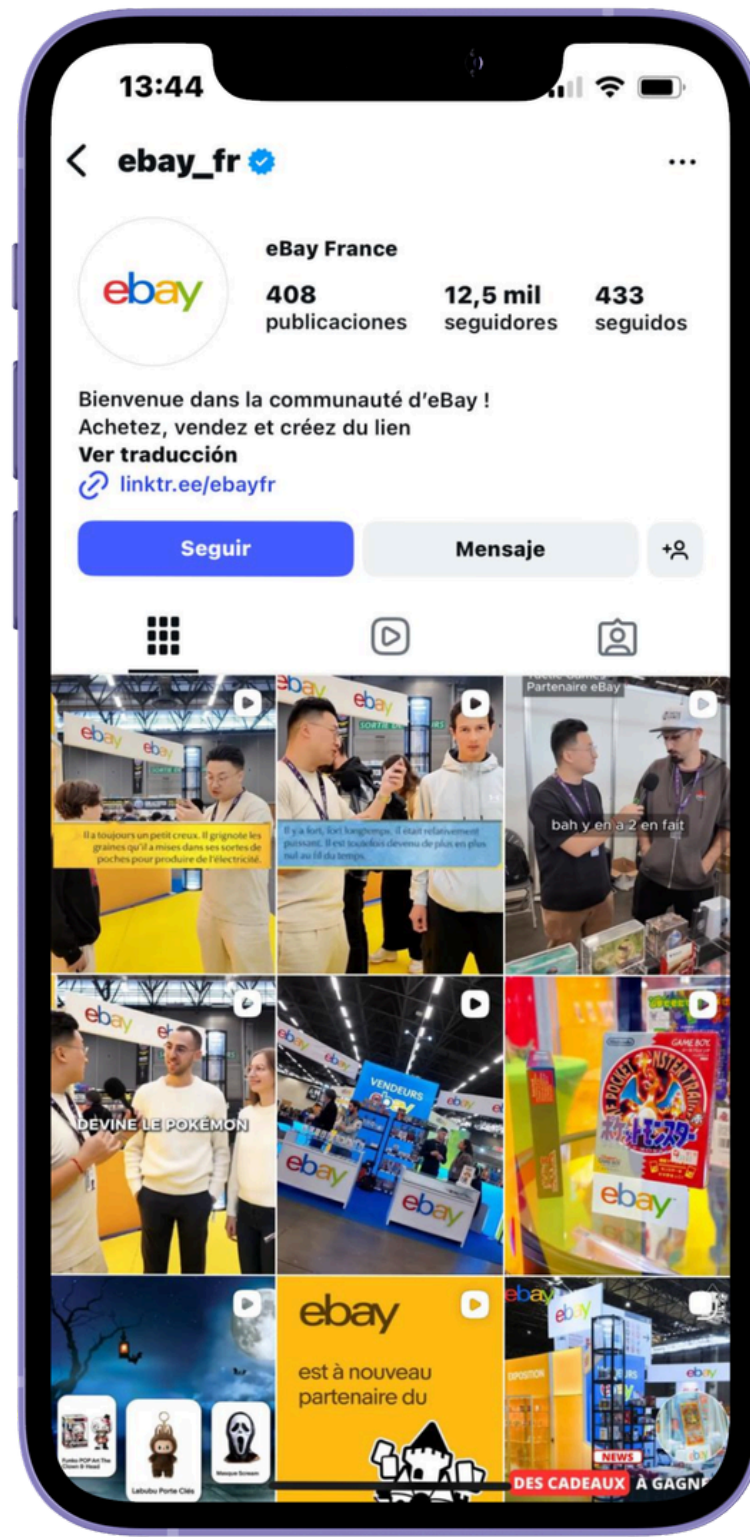
-The power of being in the right place



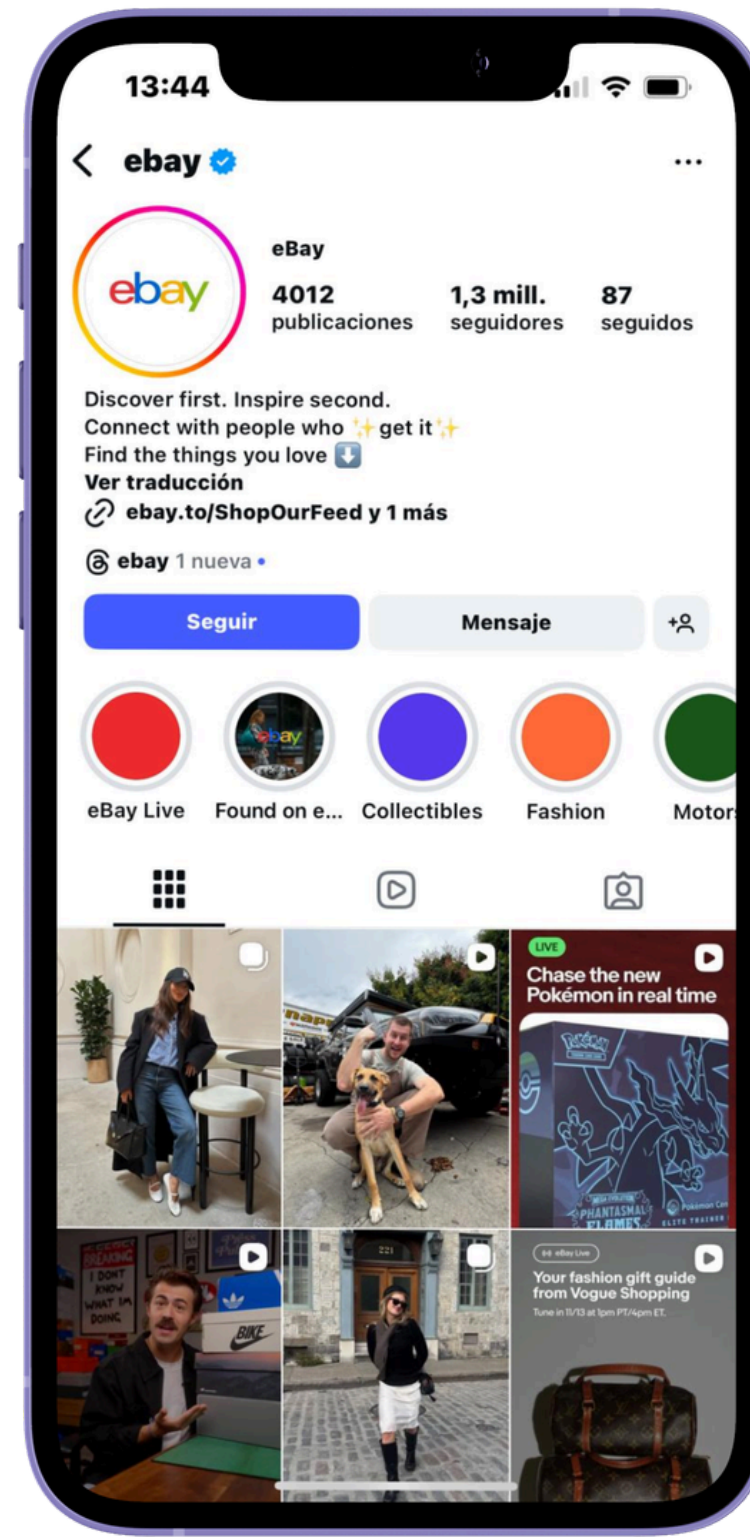
Kpis: Attendance rate, register rate, sold items rate, satisfaction of students...

Social media

Ebay France



Ebay international



Earned Media Strategy

#bringingbacklegends



Kpis: number of mentions, engagement, shares...

Direct marketing - Loyalty plan



Explorer par catégorie

Rechercher

Introducing: The Seller Loyalty Plan!

★ eBay's Best Sellers of the Week!

Tech

Vintage

Fashion

Home

Cameras

Top Overall Sellers



Sarah L.
Austin

Member Since: [2012]

★ Top Overall Seller

Best-Performing
Items



Mark T.
London

Member Since: [2014]

★ Top Overall Seller

Best-Performing
Items



Chen W.
Tokyo

Member Since: [2012]

★ Top Overall Seller

Best-Performing
Items



David & Maria R.
Sydney

Member Since: [2014]

★ Top Overall Seller

Best-Performing
Items

🏆 Category Experts This Week



Heshi L. from
Tatom

★ Top Seller This Week

Best-Performing
Items



Deris bt fier
W-lwas

★ Top Seller This Week

Best-Performing
Items



Category Expert
Fay tielt

★ Top Seller This Week

Best-Performing
Items



David & Maria R.
Sydney

★ Top Seller This Week

Best-Performing
Items

Top Overall Sellers



Best-Performing
Items



Top Seller of
Tatom



Best-Performing
Items



Wing Star of
Firms



Best-Performing
Items



Wing Star of
Firms



Best-Performing
Items



Best-Performing
Items



Best-Performing
Items



Best-Performing
Items



Best-Performing
Items



Best-Performing
Items

Loyalty Dashboards



Best-Performing
Items

Best-Performing
Items



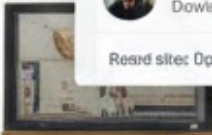
Best-Performing
Items

Best-Performing
Items



Best-Performing
Items

Best-Performing
Items



Best-Performing
Items

Best-Performing
Items

★ Loyalty Dashboard

Category Expert

Top Seller

3.9%

Category Expert

Wing Star

2%

Weekly Goals

Tech

\$15

Electronics

3:33

Books

\$13

Home

\$36

Latest Deals

Top Seller

Wing Star

3%

Wing Star

Wing Star

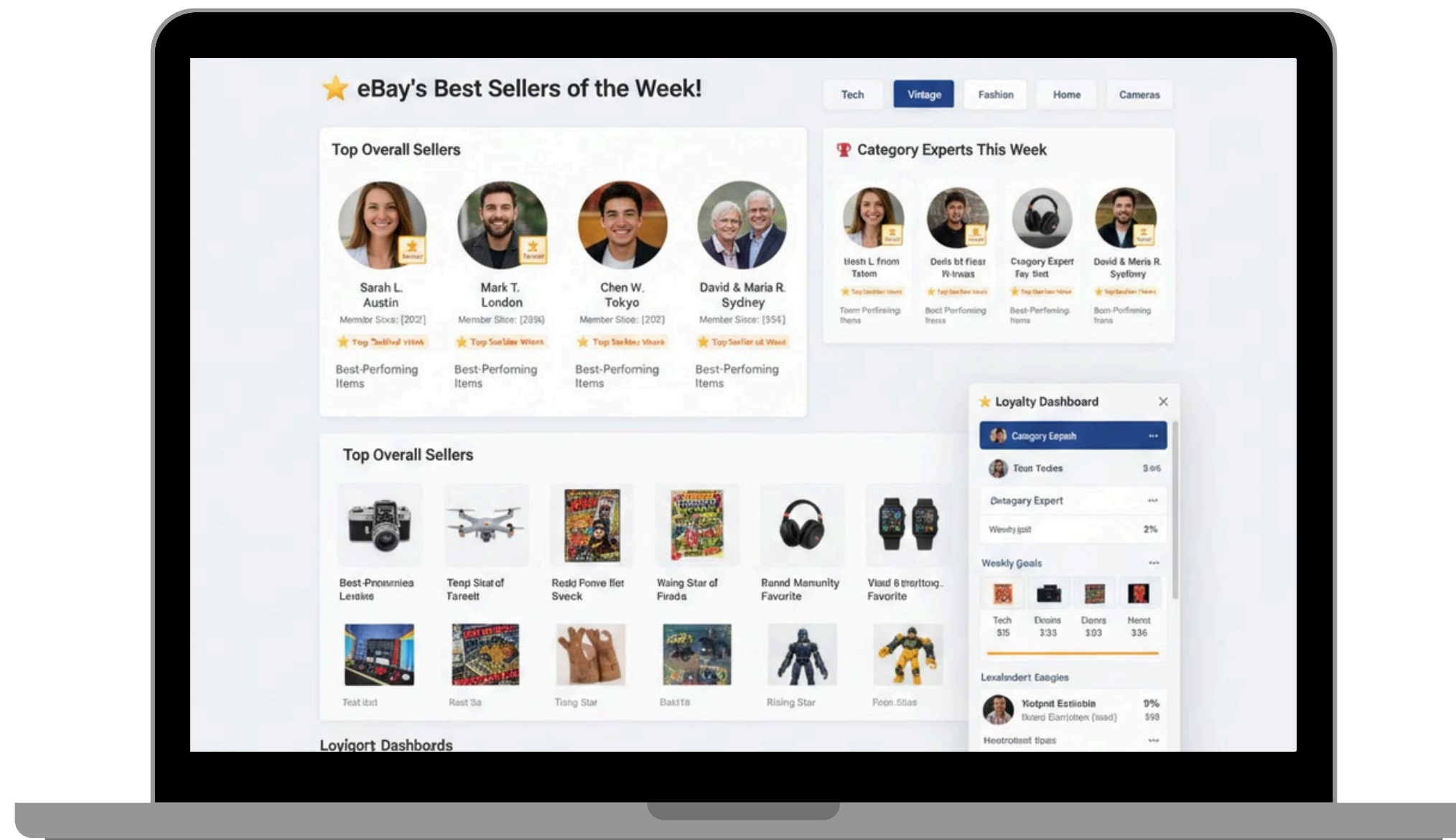
3%

Wing Star

Wing Star

3%

How does it work?



Weekly Spotlight

**Category-based
recognition**

Badges and Gamification

Kpis: Increase selling frequency, clic rate on best seller section, increase overall satisfaction, improve seller performance metrics, CVR on featured products, new sellers...

Scoring

- Ratings & reviews
- Platform engagement
- Buy & sell activity
- Smooth process t

Benefits

- Increase user retention
- Boosts satisfaction
- Motivates more activity
- Enhances platform experience
- Rewards loyal customers
- Improves overall quality

Sales promotion



Stickers for deliveries

-Converting doubt into satisfaction



kpis: CVR, ATC, AOV, uplift in sales, CSAT

Timings

Timings

Strategies	November	December	January
Advertising- Bringing back legends			
Advertising- OOH public transport			
Event- Pop Up Essec		december 15	
Social media- earned media			
Loyalty plan- gamifications			
Sales promotion- stickers			
Christmas gifts campaign			

adapt message after christmas to

**Give a new story to
the gifts you didnt like**

Thank you :)