



Brief set by
eBay

Inspire Gen Z to sell second-hand with the world's first

Deadline

21 March 2023, 5pm GMT

The backstory

eBay is the original online destination for preloved items. They strive to be the UK's most loved and trusted marketplace, as well as a valued community for both buyers and sellers, providing a better way to buy and sell for people, planet and pocket.

Their customer to customer (C2C) business is at the forefront of their model. Their customers sell to other customers, and buy things themselves. Selling online is a huge market. In recent times, due to the increases in cost of living, eBay have discovered that 77% have already started, or are considering, selling items from around the home to help ease the burden. Which? Data surveyed 4000 people in April 2022 and 63% had sold something secondhand since January that year. More than a fifth, 23%, had set up their accounts in the previous year as the cost of living crisis puts pressure on household budgets and people look to shop in a more sustainable way.

But with a wealth of opportunities in the preloved space, Gen Z are less likely to consider selling on eBay. This is despite the fact that eBay is in a unique position to offer a bigger and better breadth of buyers than anywhere else. So how can you engage with this audience and not only get them to consider selling, but to actually start selling with eBay?

What's the challenge?

Develop a response that brings Gen Z to the eBay marketplace to sell their preloved items. Many retailers are already spreading messages about vintage/rewear/recycle, but how can your idea go further?

What exactly this looks like is up to you – it could be anything from a new service, to a social media campaign, through to an online tool. But whatever you create needs to be simple, tangible, and realistic, and focus primarily on bringing new sellers to eBay.

Who are we talking to?

Gen Z in the UK. Many are stepping out of the family home for the first time, finding ways to better stretch their budgets and acquire things for themselves. They're familiar with online secondhand marketplaces, but wouldn't usually consider eBay. Plus they care about the planet and seek out preloved items, and don't want to simply throw their old products away. You should particularly focus on those who aren't already habitual sellers online, and encourage them to sell (and buy) with eBay.

Things to think about

Go beyond marketing

eBay have already made huge strides with awareness amongst this audience through their [Love Island partnership](#), so how can your idea take things one step further? For example, if you're looking to focus on a social media campaign, are there other elements you could tie into your idea such as an ambassador programme? Or are there things that alternative sellers are missing in their services that eBay could incorporate to meet the audience's needs? No matter what you decide, your idea should be about creating long term relationships with sellers rather than one-off moments.

eBay best bits

Thanks to being market leaders in preloved, eBay is likely already on your audience's radar. However, they may not see it as a platform for them. How can your idea help people to learn what makes eBay stand out, such as the breadth of buyers and products?

Plus eBay's brand values are in line with what Gen Z cares about most. They want to be the UK's most sustainable marketplace, and support small businesses and communities, all while helping everyone to save more when they buy and sell.

Think product

The most accessible entry point for this audience is likely to be preloved fashion. However, this is a saturated market. How can your idea make eBay stand out, and are there other products you could incorporate into your proposal that are unique to their marketplace (yet still relevant for Gen Z)?

The important stuff

It's up to you what form your idea takes, but your response should cover how you'll reach your audience, and an explanation of how your idea will go beyond just creating awareness to getting people to sign up, sell, buy, and keep on selling, with eBay.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).