



Hearts & Minds 2015

ebay™ & BuzzFeed

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In your own words:

“people still see us as their grandma’s auction house and garage sale. We want to take steps to lift this perception and make eBay a well-respected, top of mind, and relatable brand.”

The image shows three tweets from celebrities mentioning eBay. Each tweet includes a profile picture, name, location, bio, follower count, a 10/10 rating bar, and the tweet text with a date and a 'More Tweets' link.

Profile	Name	Location	Bio	Followers	Rating	Tweet Text	Date
	@AnselElgort	NEW YORK, NY, USA	Actor, The Fault in Our Stars, Men Women and Children, Divergent & Carrie. Soon to be Insurgent.	2.5 million	10/10	I just ordered 100 Cadbury eggs from ebay cuz I'm pretty sure they are the old ones.	14 Jan 2015
	@kourtneykardash		The One and Only. www.kourtneykardashian.com	13.5 million	10/10	Ebay auction ends tomorrow! http://t.co/puANXRmgKV http://t.co/LJoUjMBIFC	8 Nov 2014
	@khloekardashian		khloewithak.com	12.4 million	10/10	My eBay auction is still going & I've added some amazing pieces!!! Click here to bid! http://t.co/gIN4exTyU @auctioncause @ebaygivingworks	1 Feb 2015

So how can we re-build eBay’s brand & connect you with a younger, more female audience?

Solution: BuzzFeed Has A Direct Line Into SE/THs



**Nearly 70% of BuzzFeed's 225MM UU are Female
Over-indexing at 223 for Women 18-34**

**And these women are super-sharers of BuzzFeed
21% of all articles shared on the web come from BuzzFeed**

**Sharing what they love or care about
Over half post on social media to share their own experiences**



**“Millennials are unique in the way they
communicate and are self-expressive...Marketing to
them can be a challenge; however, millennials foster
emotional connections to brands.” (technomic)**

Together we will make eBay a brand they care about!

In Strategic Alignment with eBay:

BuzzFeed will develop a social video that puts eBay at the forefront of a relevant conversation among SE/TH's

SE/THs will discover the video on & off BuzzFeed, transforming into brand advocates, who will share on eBay's behalf.

As a result, word-of-mouth marketing will occur.

In the end, BuzzFeed will measure all aspects to provide detailed engagement reports, including a brand lift study, social listening and earned media.

Together we will accomplish:

-  **Show people the connections between objects and our emotions and stories.**
-  **Reach women and young people who are interested in expressing their individuality.**
-  **Position eBay as a resource for people to find unique things they will love.**

Now the fun part - The Ideas!

-  **Concept #1:**
Men And Women Swap Clothes
-  **Concept #2:**
Vintage: Now And Then
-  **Concept #3:**
Connecting Strangers On The Internet
-  **Concept #4:**
People Open The Perfect Gift

Men And Women Swap Clothes

Concept Description

What do your clothes say about you? About society?

Every time we step out of the house we are held up to society's expectations on how we should behave and look. This video challenges those expectations by asking a group of men and women to wear outfits that are categorized as those of the opposite gender. For one day, these men will wear dresses and skirts and the women will wear masculine-styled shirts and pants.

They will capture their experiences on camera and we will ask them about their expectations before the experiment and feelings afterwards. By the end of the video, viewers will think about the norms enforced on clothing and how we can allow each other to be ourselves.



BRAND INTEGRATION

The video's subjects will choose outfits that speak most to them, much like how one shops on **Ebay**. We will spread a positive message on how we identify ourselves through our clothes and how Ebay can help us express ourselves.

Men And Women Swap Clothes

Concept Inspiration



'Women Wear Hijabs For A Day'



**2,530,817
views**

Similar to this sample video, "Men and Women Swap Clothes" will be a social experiment for people to face the expectations our culture holds us to, especially in terms of how we dress.

Vintage: Now And Then

Concept Description

Aren't you glad you didn't throw out all of your crop tops from the 90s?

Fashion trends come and go, but what's interesting is that they often come back. This video will be a visual study of vintage styles that are in vogue and their origins. We will show side by side comparisons of the trends as they are worn today and how they were worn in their original heyday.

A diverse cast of women will model the outfits that cover a wide range of styles, from 1920s flapper attire to 1990s grunge. We will also hear why they enjoy wearing those fashions.



BRAND INTEGRATION

The video will encourage women to use **Ebay** to shop for new, unique styles, especially those that have a vintage flair. They will be inspired by the different ways the clothes can be worn as well as the historical story behind the styles.

Vintage: Now And Then

Concept Inspiration

'Women's Ideal Body Types Throughout History'



15,341,359
views

In line with the trend of videos on women's styles through history, "Vintage: Now And Then" will be a visual-based piece on women's clothing trends specifically. We will see how the past affects the present more directly and hear women's thoughts on these styles.

Connecting Strangers On The Internet

Concept Description

Some things feel like they were made just for you.

This video will document an experiment in which we create completely unique items and sell them on Ebay. We will describe our expectations of the prospective bidder based on our assumptions of who would want the objects we've created.

After someone has won our item, we will ask them if we could meet and interview them to learn more about their lives and why they placed that bid. The video will reveal the personalities behind these Ebay users and show how everyone has a story to tell.



BRAND INTEGRATION

Ebay will play an integral part in this experiment as we connect with other people through the site. The video will also illustrate the message that Ebay is a place where people can find one-of-a-kind things they love.

Connecting Strangers On The Internet

Concept Inspiration

▶ "Americans Try Balkan Food With Their Uber Driver"



**1,489,311
views**

This sample video demonstrates how we will be meeting new people and hearing their stories. We will forge a meaningful connection over an object and use it as an entrance into learning about their personality and history.

People Open The Perfect Gift

Concept Description

We all love the anticipation of opening a gift.

So much so, that the phenomenon of “unboxing” videos has become a staple of YouTube. Unboxing videos capture a person opening a new product and discussing its details. In our video, we will have real people make gift boxes for someone close to them and we will document their “unboxing.”

These gifts will be purchased through Ebay and will really speak to the recipients, who tell us what the objects mean to them. The boxes can elicit feelings of nostalgia and connection with the gift giver.



BRAND INTEGRATION

Like a close friend, **Ebay** knows you and can offer you items that are perfect for you. The video also taps in on the feeling you have when you receive a package and connect with the contents for the first time.

People Open The Perfect Gift

Concept Inspiration

▶ "Kids Teach Us How To Say Thank You"

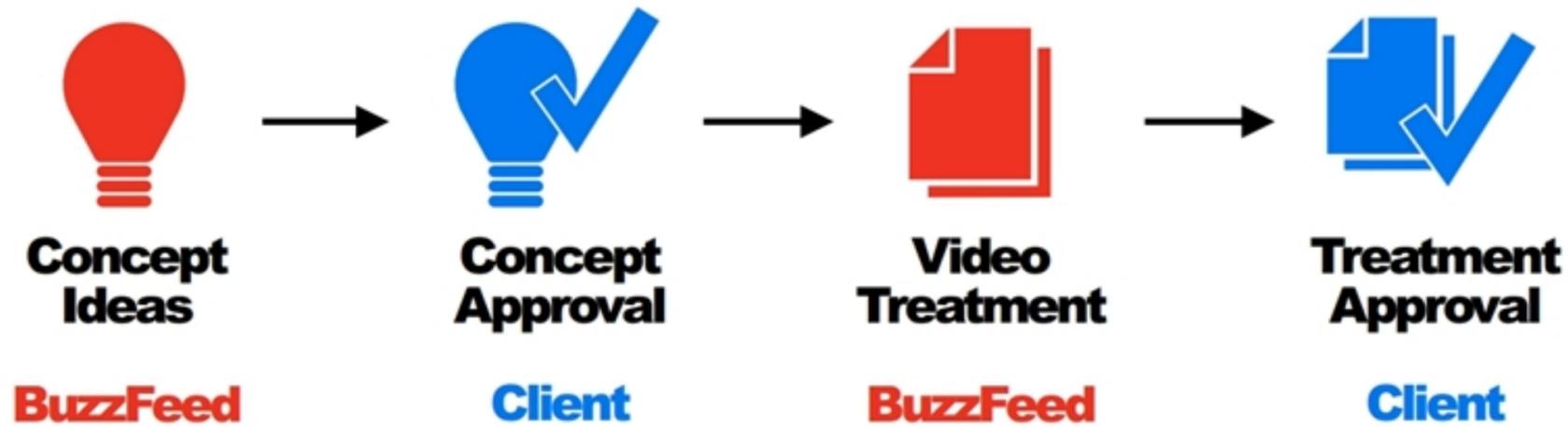


**1,187,333
views**

Similar to this sample video, "What's In The Box?" will be heartwarming and will feature gifts that are intended for a unique individual. We will see real reactions from people and discover the amount of meaning that can be behind an object.

How it works...

Pre-Production



Post-Production





Distribution Accelerates Views & Engagement

eBay Leverages Our Robust Video Platform

500+ Million monthly views

11.9 Million YouTube Subscribers

BuzzFeedVideo

Home Videos Playlists Channels Discussion About

21 Photos Guaranteed To Make You Smile
722,548 views 4 days ago

BASED ON THESE BUZZFEED POSTS:
<http://www.buzzfeed.com/ter...>
<http://www.buzzfeed.com/exp...>

Check out more awesome videos at BuzzFeedVideo!
<http://bit.ly/YTbuzzfeedvideo>

MUSIC...
Read more

More Buzzfeed!

- BuzzFeedYellow
- BuzzFeedViolet
- BuzzFeedBlue
- BuzzFeedPop
- BuzzFeed Central
- zefrank1

Related channels on YouTube

- PewDiePie
- Good Mythical Mo...
- TheFineBros

Uploads

- Things Olivia Pope Does That'd Be Weird if You Di...
199,156 views 1 day ago
- The Bottled Water Taste Test
397,775 views 1 day ago
- Jews Decorate Christmas Trees For The First Time
323,792 views 1 day ago
- Your Phone: Sober Vs. Drunk
348,930 views 2 days ago
- 11 Celebrity Pairs Who Share The Same Face
305,745 views 2 days ago

Popular uploads

- DEAR KITTEN
18,543,647 views 5 months ago
- If Disney Princes Were Real
18,395,754 views 2 months ago
- 17 Photos You Need To Really Look At To...
12,296,034 views 1 year ago
- Photoshopping Real Women Into Cover Models
11,407,640 views 9 months ago
- 8 Facts About Will Total
11,188,261 views 9 months ago

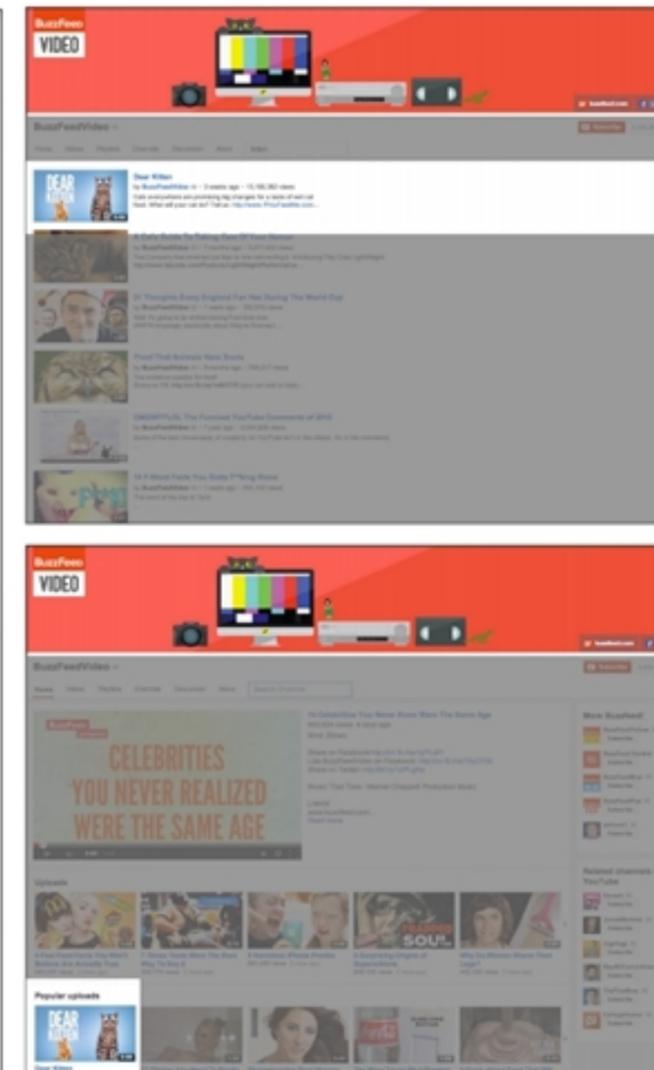
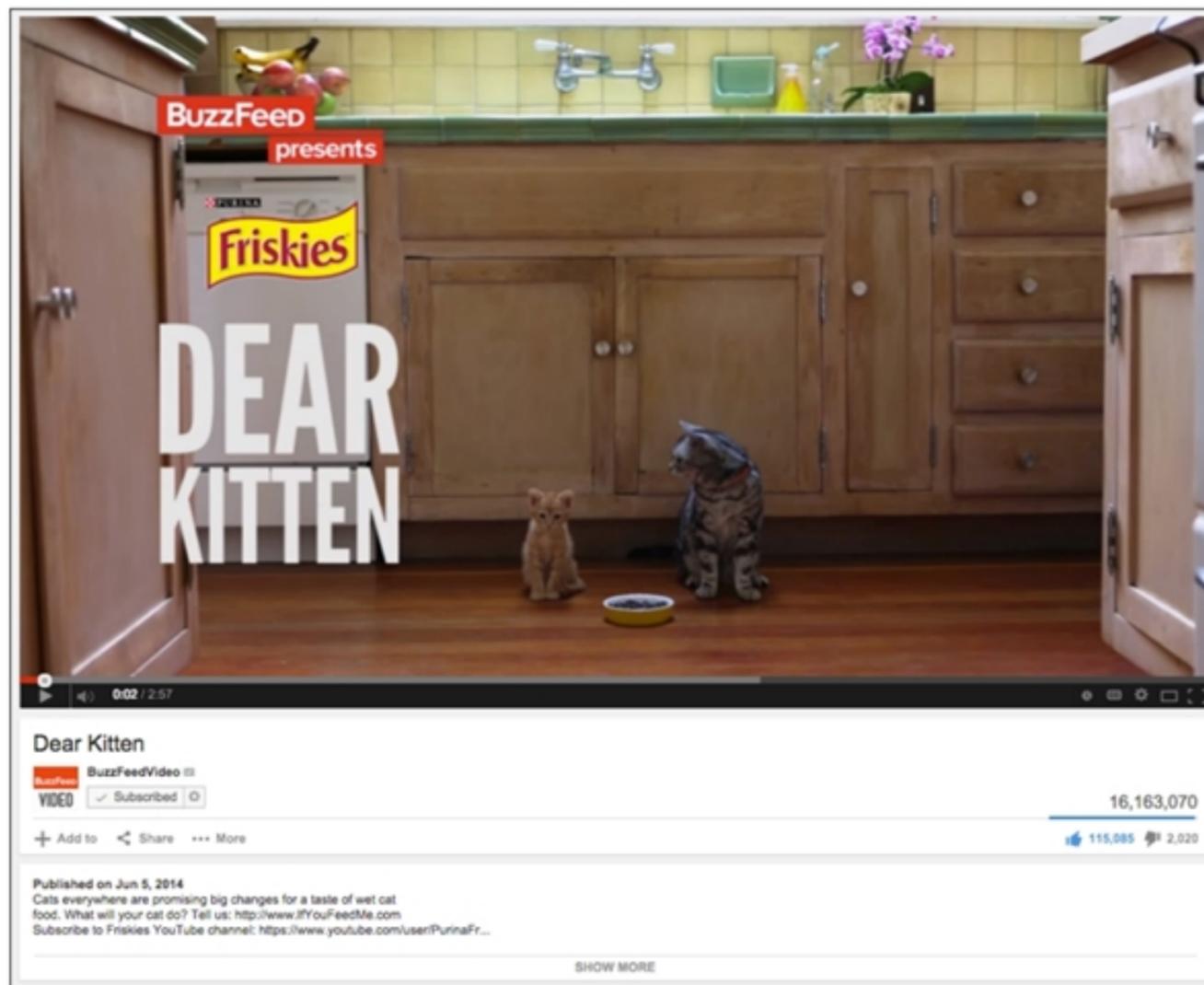
BuzzFeed Violet

- Weird Conversations
1:53
- Weird Things Girls Do When
2:04
- High School You Vs.
2:26
- 9 Signs You're Bad At Being
1:48
- 7 Moments C...

3.5+ Billion total video views

Over half of video views are on mobile

Videos live organically in our YouTube ecosystem.



Video also lives in Facebook Video Player.



The screenshot shows the top portion of the BuzzFeed Video Facebook page. The header features the BuzzFeed Video logo on the left, a central illustration of a computer monitor with a cat on top, a camera, a VCR, and a VHS tape, and the text 'BuzzFeed Video' with a verified badge and 'Media/News/Publishing'. Below the header are navigation tabs for 'Timeline', 'About', 'Videos', 'Photos', and 'Likes'. On the left side, there is a 'PEOPLE' section showing 3,569,778 likes and a list of users who liked the page. Below that is an 'ABOUT' section with a video thumbnail.

BuzzFeed Video Media/News/Publishing

Like Follow Message

Timeline About Videos Photos Likes

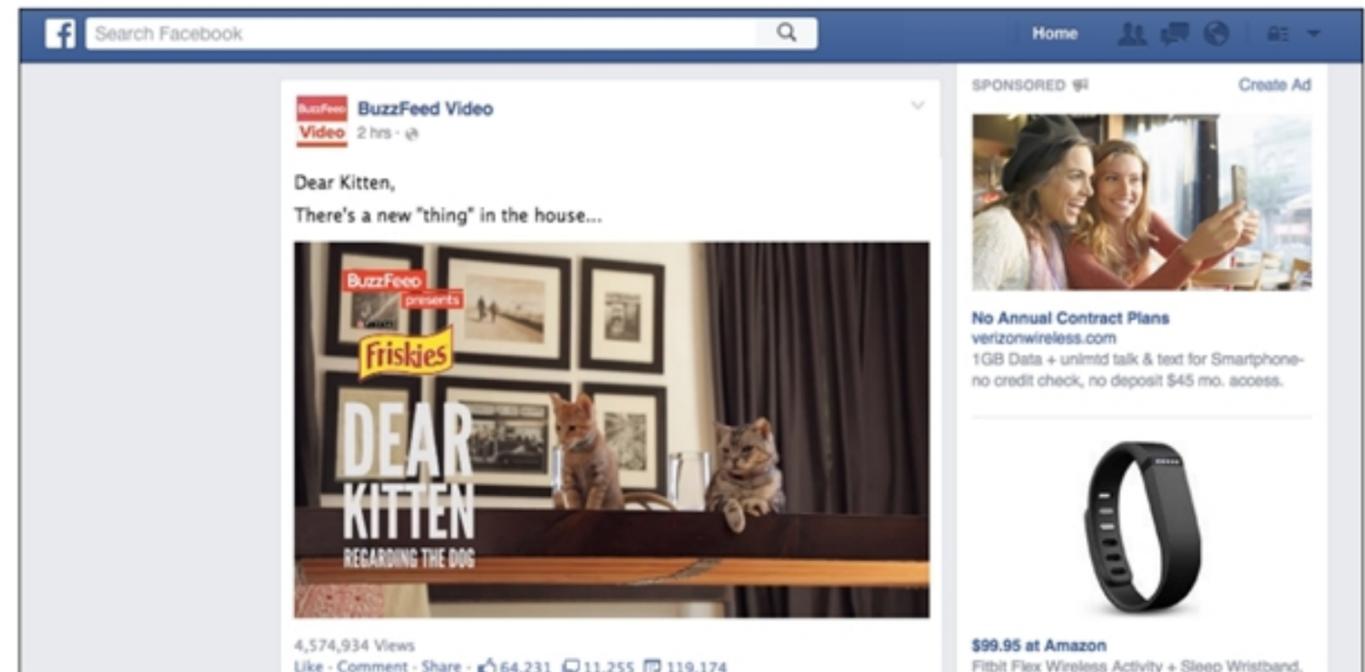
PEOPLE >

3,569,778 likes

Austin DeCamp, Elysia Mann and 6 others like this.

Invite your friends to like this Page

ABOUT >



This screenshot shows a Facebook post from the BuzzFeed Video page. The post includes a video player for 'DEAR KITTEN REGARDING THE DOG' by Friskies, presented by BuzzFeed Video. The video has 4,574,934 views, 64,231 likes, 11,255 comments, and 119,174 shares. To the right of the video player is a sponsored advertisement for Verizon Wireless, featuring a woman taking a selfie and a Fitbit Flex Wireless Activity + Sleep Wristband. The ad text includes 'No Annual Contract Plans', 'verizonwireless.com', and '\$99.95 at Amazon'.

Search Facebook

Home

BuzzFeed Video 2 hrs · 🌐

Dear Kitten,
There's a new "thing" in the house...

DEAR KITTEN
REGARDING THE DOG

Friskies presents

4,574,934 Views
Like · Comment · Share · 🍷 64,231 💬 11,255 📄 119,174

SPONSORED

Create Ad

No Annual Contract Plans
verizonwireless.com
1GB Data + unlimtd talk & text for Smartphone-
no credit check, no deposit \$45 mo. access.

\$99.95 at Amazon
Fitbit Flex Wireless Activity + Sleep Wristband.

Organic placement on BuzzFeed:

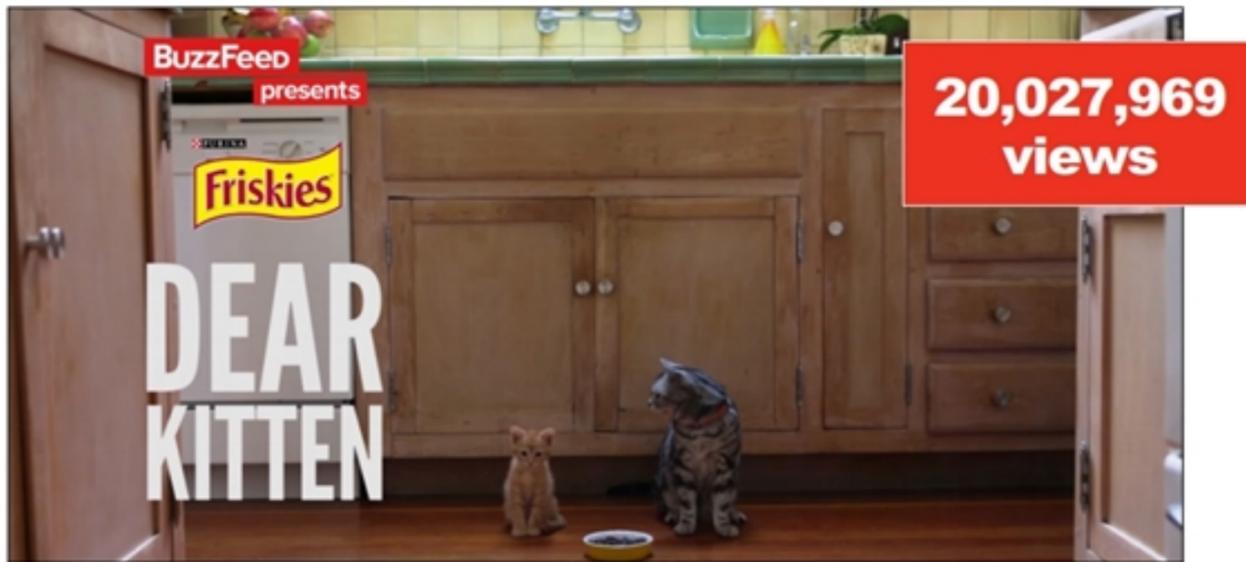




Examples

Examples of Brand Integration

▶ "Dear Kitten"



PRODUCT PLACEMENT

"Dear Kitten" is a video concept that stands alone without brand sponsorship but includes subtle product placement of Friskies wet food halfway through the video. The video includes a branded intro card and title card before the endslate.

▶ "Are You A Visual Thinker?"

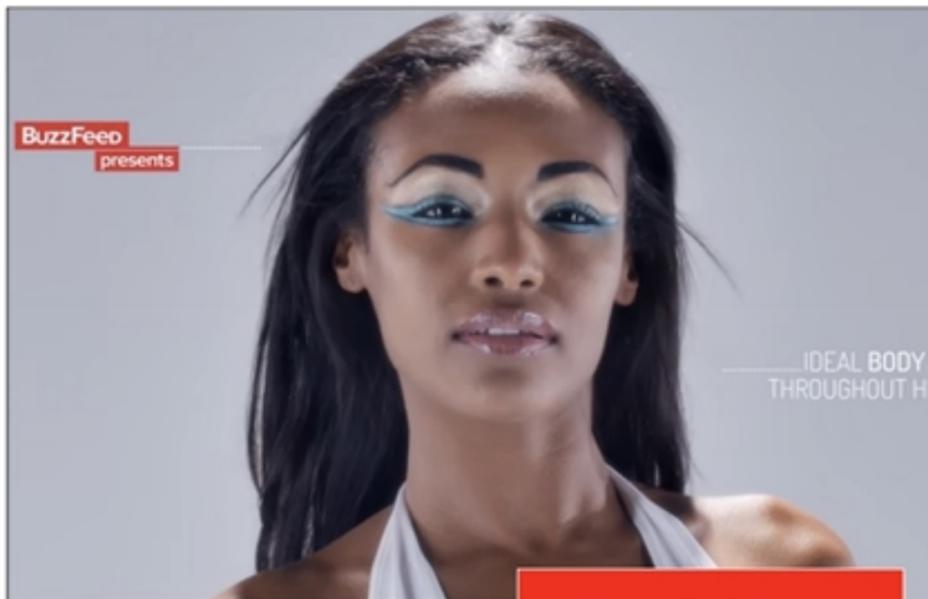


THEMATIC

The overall video concept addresses a theme set forth by the brand: inventors and thinkers in celebration of Inventor's Month. No specific product or brand message is mentioned but it leads into a branded video endslate, driving to the brand's video of choice.

Non-Branded Viral Videos...

“Women’s Ideal Body Types Throughout History”



YouTube
14.6M+ views
72k+ likes

“If You Were Honest on Social Media”



YouTube
1.3M+ views
26k+ likes

“Things Men Are Tired of Hearing About Their Bodies”



YouTube
802k+ views
26k+ likes