

globaleffectiveness

Client Objective

eBay partnered with Global in order to increase consideration and frequency of buying & selling across their marketplace, while showcasing the value & range of products on offer. Activity has run across Capital & Capital XTRA for three years featuring sponsorship of both Breakfast shows.

How did Global help?

eBay's sponsorship of the Capital & Capital XTRA Breakfast shows enabled them to have an always on drumbeat strand and dial up key retail moments across the year, all while being embedded into the fabric of the show.

High frequency messaging within the sponsorship allowed eBay to speak to millennials at culturally relevant moments in their lives. Whether this was talking to them about festival fashion during the summer months, new tech as they were about to start the uni year or fitness tips for the New Year – each piece of content on-air, online or socially was delivered at a time that was most relatable to them, all while driving consideration of eBay as a 360 marketplace for buying & selling items.

Being credible and conversational with the audience was key, and this was primarily delivered through weekly content features in-show with presenters sharing their own personal stories on relatable topics with multiple promotional activations across the year.

Did it work?



84%

Of test respondents recalled the campaign, outperforming the retail benchmark of 67%



+18%

Uplift in consideration of eBay when buying items online, up significantly from the control.



+19%

Uplift in consideration of eBay when selling items online, up significantly from the control.

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Research methodology

Independent research agency Clarke Chapman conducted a robust quantitative online study to investigate how well the Global Radio campaign managed to improve key metrics for the eBay brand. Three waves of research were conducted to measure the campaign over a three-year period from 2017 – 2020. 500 respondents were surveyed per wave, a total sample size of 1,500.

Isolating the campaign impact



Listeners

Sample Group

Control



Capital or Capital Xtra listeners



Advertising Recall

Strong level of campaign cut-through



of consumers could recall the radio activity

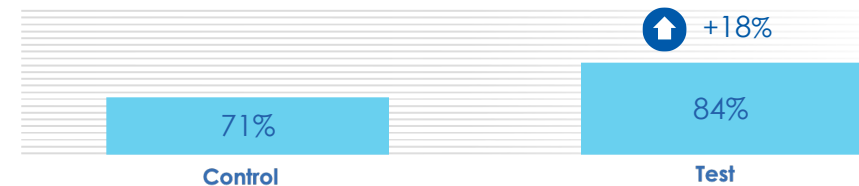
Retail Benchmark
67%

(Base: Test sample n=303)

Spontaneous Brand awareness (eBay)

As a key objective, radio successfully drove awareness of eBay

(Base: Control sample n=204, Test n=303)



Brand image

Core brand perceptions increased directionally

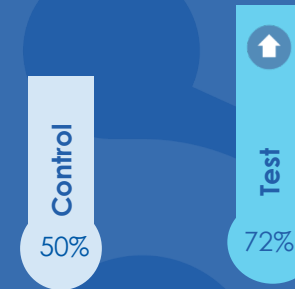
(Base: Control sample n=204, Test n=303)



Brand consideration

Test respondents were significantly more likely to purchase from eBay in the next 2 months

(Base: Control sample n=204, Test n=303)



Brand Sentiment

Test respondents were significantly more likely to say they liked/loved eBay

(Base: Control n=204, Test n=303)

