Client Objective

In Q3 2020 eBay relaunched their Brand Outlet site (EBO), a place where savvy shoppers could find up to 70% off designer fashion brands. Awareness and consideration of EBO was low however, especially amongst youth audiences, an audience who were fans of both fashion and bagging bargains, but were yet to use the platform.

Making it Happen

We wanted to create the world’s speediest quick-fire fashion show from Capital and eBay on TikTok. eBay had an established relationship with Global through eBay’s sponsorship of Capital Breakfast With Roman Kemp, but the brand had no presence on TikTok in the UK, nor a registered account so using the social media platform took some persuasion.

Capital's TikTok account regularly featured talent-led videos that picked up on the latest creator trends. Using this blueprint, Global created the first TikTok publisher monetisation campaign in Europe for eBay. The content produced needed to feel like a real TikTok rather than an ad, giving eBay credibility while achieving the fun tone and scale they desired. The three Capital co-hosts were filmed in a number of quick-fire outfit changes, tapping into an existing TikTok trend with seamless product placement throughout.

The video went beyond handheld screens and onto our digital outdoor screens. Soundless 10 second edits played across London Underground and National Rail networks on D6 screens, seamlessly integrating all media outputs from Global; on-air, online and outdoor. Paying close attention to follower engagement, Capital quickly spotted a trend – fans of the show wanted merchandise! In response and to generate even more engagement, we created a limited edition Roman Kemp beanie hat, featuring Capital and eBay branding, sold exclusively on EBO with proceeds going to our charity, Global’s Make Some Noise.

Results

2.4m views (exceeding contracted figures by 60%) and an engagement rate of 3.46% which led to:
- +19% increase in eBay Brand Outlet traffic over the six week campaign period vs the previous six weeks
- 88K customers shopped on EBO during the first two months of the campaign being live, a +25% YoY traffic increase when tracking was extended to cover the two month period post-activity
- Overall the campaign shifted consideration of EBO by +3% points

The activity not only incentivised eBay to create their own verified TikTok account, they are planning to run further TikTok focused campaigns with Capital.

Capital’s TikTok account has also benefited from their campaign with eBay Brand Outlet. More editorially-led fashion content now features on the account, attracting other UK fashion and beauty brands to Capital for the first time.

Sources: eBay, Kantar, Global Labs 2020