

The eBay logo is displayed in its signature multi-colored font: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.

REUNITING WITH  
SUCCESS AND  
CUSTOMER HABITS



*HOW TO MAKE E-BAY*  
POPULAR AGAIN?



*BUILD A CLOSER RELATIONSHIP*  
WITH CUSTOMERS

## HAPPY ADDICT

The eBay logo, featuring the word 'eBay' in its signature multi-colored font (red 'e', blue 'b', yellow 'a', green 'y').

eBay

REUNITING WITH  
SUCCESS AND  
CUSTOMER HABITS



*PR*

EUROPEAN SURVEY ON CUSTOMER HABITS



*SOCIAL MEDIA*

CHRISTMAS OPERATIONS, VR LIVE EVENT



*BRAND CONTENT*

FUNNY TUTORIAL VIDEOS FOR HALLOWEEN





1 year



France and Switzerland

# ebay

## REUNITING WITH SUCCESS AND CUSTOMER HABITS

# 3K

### VISITORS ENGAGED WITH VR

# 35

### MEDIA HITS

