

THE BRIEF

eBay's aim is to be the marketplace platform of choice for Gen Z in the UK and in order to achieve this, eBay engaged with our community to gain insight into their attitudes and perceptions of the brand.

THE RESPONSE

Our Gen Z community members responded with detailed written and video feedback to questions covering a range of topics including usage and knowledge of the eBay platform, purchasing habits, and gave their perspectives on marketing and partnerships.

THE OUTCOME

These extensive insights provided eBay with a deeper understanding of the cultural relevance of the brand amongst Gen Z and suggested ways in which the platform can develop to become the side hustle platform of choice.

