

# 'EBAY & LOVE ISLAND'



Grand Prix

ITV

“ Cultural influence/ creating aspirational new kind of lifestyle that people want to participate in. This will have genuine long-term impact with an audience open to positive/negative influence and role models. ”

- Campaign Ad Net Zero judge.



## Challenge

The fashion industry produces 100 billion new garments every year, 100,000 of which are sent to landfill every five minutes.

## Brief

Persuade Gen Z and Millennial shoppers that second-hand clothes are stylish and relevant to reduce the 300,000 tonnes of clothes that are burned or buried in the UK every year.

## Solution

eBay become the show's first-ever "pre-loved" fashion partner and saw islanders provided with a wardrobe of second-hand clothes chosen by a celebrity stylist, demonstrating just how stylish pre-loved can be.

## Execution

- Re-framed second-hand clothing as 'pre-loved'.
- Used celebrity influence to engage with audiences and change perception around second-hand clothes.
- Took a niche behaviour, normalised it and made it aspirational.

## Results



Searches for 'pre-loved fashion' rocketing by an astonishing 7,000%.



756% more Google searches for 'eBay pre-loved clothes' and 660% for 'pre-loved' month-on-month.