

WINNER



EBAY MOTORS – “BETWEEN 2 RIDES”

BACKGROUND AND CONTEXT

eBay found itself at a crossroads. Faced with declining consumer perception and increased competition, the brand needed a way to rev up awareness and restore brand equity. To accomplish this, eBay doubled down on its investment in its high-value product categories, including motor parts and accessories. eBay Motors set out to break through in the automotive category, and knew that to win the hearts of motor enthusiasts, it would need to break free from conventions. A run-of-the-mill 60s film or a 30s sponsored video simply wouldn't cut it.

Leaning on the finding that YouTube is a key social platform for motor enthusiasts looking for inspiration, eBay Motors crafted a bold, content-driven strategy with a high-octane content series called “Between 2 Rides.” It entertained and resonated with auto enthusiasts, making the new eBay Motors YouTube channel a must-subscribe destination.

CAMPAIGN OBJECTIVES

The objective of the campaign was to drive eBay Motors' community growth, series viewership, and purchase consideration for parts and accessories.

CREATIVE STRATEGY

eBay Motors set out to become the destination for car-obsessed motorists. Leaning on Google Creative Works to identify trends and insights, the brand landed on one key insight: people come to YouTube to go deep with the creators and content they love. With that in mind, it handed creators the keys and co-created a masterfully produced five-part series that pitted modded cars against stock cars, with parts all purchased on eBay. The brand enlisted popular YouTube creator and racecar driver Collete Davis to host the series, with each episode featuring a special guest builder who represented a unique subculture and product category. Each episode ran for 8-12 minutes, allowing viewers to fully immerse themselves in the content.

WHY DID THIS CAMPAIGN WIN?

eBay Motors expertly tapped into YouTube's online communities, trends, and multiple formats to deliver entertainment and inspiration. Its creative organically wove in eBay Motors' product benefits and successfully built and fostered a community for motor enthusiasts. By putting creators in the driver's seat, the brand produced phenomenal business results across all its KPIs. The eBay Motors campaign is a masterclass in how a brand can act as a creator on YouTube.

FROM THE JUDGES

“YouTube content series about cars to increase subscribers to a YouTube channel about cars – doesn't get much more successful than that.”

– Lex Beltrone, Group Creative Director, FCB New York

“The episodes perfectly bring to life the heart of the creative idea. It's fast, it's pacy, engaging, and the product is woven in throughout. It speaks to the DIY mindset of the eBay audience ... This is doing all the things!”

– Jonathan Daly, Head of Communications Strategy, Droga5

WHAT ROLE DID YOUTUBE PLAY?

eBay Motors tapped into YouTube to get to the heart of where culture is created and establish genuine connections with its audience. The brand found the perfect solution with long form and creators, which allowed it to authentically tell stories that resonated with passionate viewers looking to go deep.

To drive visibility to the adrenaline-pumping series, eBay Motors leveraged a wide suite of YouTube's ad capabilities. With new episodes of “Between 2 Rides” dropping every other week, eBay paired episode drops with YouTube placements, such as Video reach campaigns to drive awareness, in-feed ads for consideration, and video ad sequencing to orchestrate the perfect journey for viewers. In addition, it leaned into organic features, such as custom thumbnails and the Community tab, as well as creator amplification to maximize viewership of the latest episode. Lastly, eBay took its content to the big screen and retargeted “Between 2 Rides” viewers on connected TVs.

OVERALL EFFECTIVENESS

The launch of “Between 2 Rides” resulted in a breakthrough performance for eBay Motors, amassing a community of passionate automotive fans and exceeding benchmarks across the main KPI objectives:

37K+

YouTube subscribers
(606% above goal)

9M

views across series
(78% above goal)

200K+

hours watched

+1.9%

purchase intent lift
on YouTube



YouTube Works
AWARDS