



Brief

eBay Motors is the UK's busiest showroom for buying or selling new and used cars on the Internet, with a vehicle selling on the site every 60 seconds.

eBay approached Concourse Initiatives with the aim of educating car owners to the benefits of using the eBay Motors site over more traditional car buying/selling methods.

Campaign Activity

Holding exclusive promotions and exhibitions contracts with both Moto and Welcome Break, Concourse Initiatives devised a tour of the UK's major service stations.

The campaign included using an eBay Motors branded Hummer to create a mobile exhibition space that would allow people to interact with the brand. The Hummer featured built in flat screens offering free Internet access, providing a live link to the eBay Motors website so that people could "test drive" the site.

Promotional staff were also on hand to guide people through the site and offer additional information on the benefits of buying and selling vehicles via eBay Motors.

Results

The eBay Motors campaign appeared at ten Moto and Welcome Break service stations throughout the UK and generated over 200 new sign ups to the site as a result. The branded Hummer also provided a fantastic talking point, helping to attract people to the promotion, by encouraging them to use the in-vehicle Internet access to explore the site.

