

Finding your thing and fuelling your passion

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WHEN CREATING CONTENT, IT IS KEY THAT WE ENSURE THAT THE ESSENCE OF THE BRANDS THAT WE ARE WORKING WITH IS CAPTURED IN A WAY THAT FEELS ORGANIC. WHEN WE COLLABORATE EFFECTIVELY, WE CAN PRODUCE WORK THAT RESONATES WITH THE CORE AUDIENCE WHILE ALSO DRIVING CONSIDERATION.

A recent IPSOS study supports this standing, with their data indicating that sponsored editorial had the strongest performance. Lower levels of integration have the highest impact on brand lift, especially for purchase intent.

A great example of this is our eBay and Guardian partnership. While some consumers may have viewed eBay as the place to source the weird and the wonderful, [MediaCom Beyond Advertising](#) were tasked with positioning eBay as the key to fuelling passions. We are, therefore, imploring all prospects to use eBay to 'Find Your Thing'.

Together with Guardian, we have produced a series of Double Page Spreads and Online articles encouraging readers to do just that. These articles are centrally themed around hobbies and interests that many Guardian readers would have, and sit on a dedicated hub. Here, we have the following sub series':

- "What Got Me Started" first person accounts from industry leaders of how they became involved in their fields
- "Trade it in" – tongue in cheek reasons why readers should upgrade their beloved possessions
- "Milestones" – an insight into the things that you should sell or buy when you reach a major life milestone
- "Starter Kit" galleries – listicles of things to get you started in a variety of hobbies.

The campaign launched 23rd June and will run until 18th September 2017. So far, we have exceeded all targets, with our unique visitors, page views and average dwell time all beating our KPIs.

Benchmarks were surpassed just two weeks into the Partnership running – becoming what Guardian have labelled as one of their best performing Paid For partnerships to date. Most importantly, the high level of engagement has led readers to the eBay site, with the CTRs on our Traffic Drivers consistently beating the Guardian average.

The results are proving that the content is resonating with the audience and a good distribution strategy has been delivering quality unique users to our content. This highlights just how important it is to trust the content creators and let them integrate the core brand message in a manner that is authentic to the publication.

To view the hub and the great articles that sit on it, please
visit <https://www.theguardian.com/ebay-find-your-thing>

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