

The eBay logo is positioned on the left side of the image, featuring the word "eBay" in its signature multi-colored font.

**WEAR
'EM OUT
STORE**

ebay

MARKET price

\$265

WEAR 'EM OUT price

\$165



SUMMARY

The first sneaker shop to reward sneakerheads for wearing their kicks.

Imagine you're a sneakerhead and you're refreshing your browser every minute to cop a "grail" sneaker. But the second the shoes drop, greedy resellers and bots snatch up all the inventory so they can flip them for double the price. Frustrated and shoeless, you turn to a reseller marketplace, but the price is too high for you to afford, so you give up.

In 2022, this scenario became the norm and the sneakerhead community grew disenfranchised, helplessly watching as commerce changed the culture they loved. Sneakers became alternative investments that stayed on the shelf.

But as the largest marketplace for new AND pre-worn sneakers eBay saw an opportunity to remind people that there's more to sneakers than making a quick buck and bring a bit of the "culture" back to "sneaker culture".

The solution? The eBay Wear 'Em Out Store - the world's first sneaker store created to reward sneakerheads for wearing, not shelving their kicks.

By giving the sneakerhead community the shopping experience they wanted, the community rewarded eBay with a 25% increase in sales over the previous year.



CHALLENGE

Despite category success and growth, the sneaker community was growing critical of resale marketplaces for commodifying sneaker culture.

As the oldest and largest marketplace for both new AND pre-worn sneakers, eBay has been at the forefront of the rapid explosion of the \$79 billion global sneaker market, and it is one of the most important categories for growth of the OG peer-to-peer marketplace.

This industry growth has been accompanied by a massive transformation in sneakers from footwear to lucrative alternative asset class—largely driven by eBay competitors StockX and GOAT. The result of this growth is it is harder than ever for true sneakerheads to afford the pairs they want to wear.

75%

of sneakerheads think resale platforms hurt sneaker culture



“Sneaker game not the same at all, StockX killing the culture”

@KennyG_____



“Missed out on another sneaker drop... this resale shit needs to stop.”

@45ave



“I think I could write a pretty good research paper about how stock x ruined sneaker culture”

@DonAmaechii



“I knew StockX and GOAT would become cancers to sneaker culture”

@MF_Brown



AUDIENCE

For sneakerheads, sneakers aren't just functional, they're part of their identity.

This campaign had to speak to the 4 million people who buy sneakers regularly and consider themselves influential experts to the 47 million others interested in the category.

Our devoted sneakerheads have 17 or more pairs in their closet and spend at least 10% of their income on sneakers.

For them, sneakers are part of their identity. Their shoes define their personality and they won't pass up a chance to show them off to their friends.

They are extremely protective of their culture, proudly touting their fluency in sneaker history and dislike of clout chasers.



88% of sneakerheads are into sneakers because it defines their personality

70% of sneakerheads like showing them off to their peers

CULTURAL TENSION

2/3 of sneakerheads believe they don't get a fair chance when new shoes drop.

As the popularity of collectible sneakers has skyrocketed, the market has been bombarded by resellers and bots buying out retailers seconds after new releases drop—leaving many sneakerheads unable to afford the pairs they want to wear.

With the shift from passion to profit, it became clear that as sneaker prices went up, sneaker-wearing and community morale dropped.

Negative sentiment in sneaker conversation is dominated by “bots”, “resellers”, and “resale platforms.”

Percentage of negative sentiment:

“Bots” 94%

“Resellers” 82%

“Resale platforms”
(like StockX & GOAT) 51%



INSIGHT

When sneakers are kept in their boxes, sneakerheads lose their power of self-expression.



BRAND CONTRIBUTION

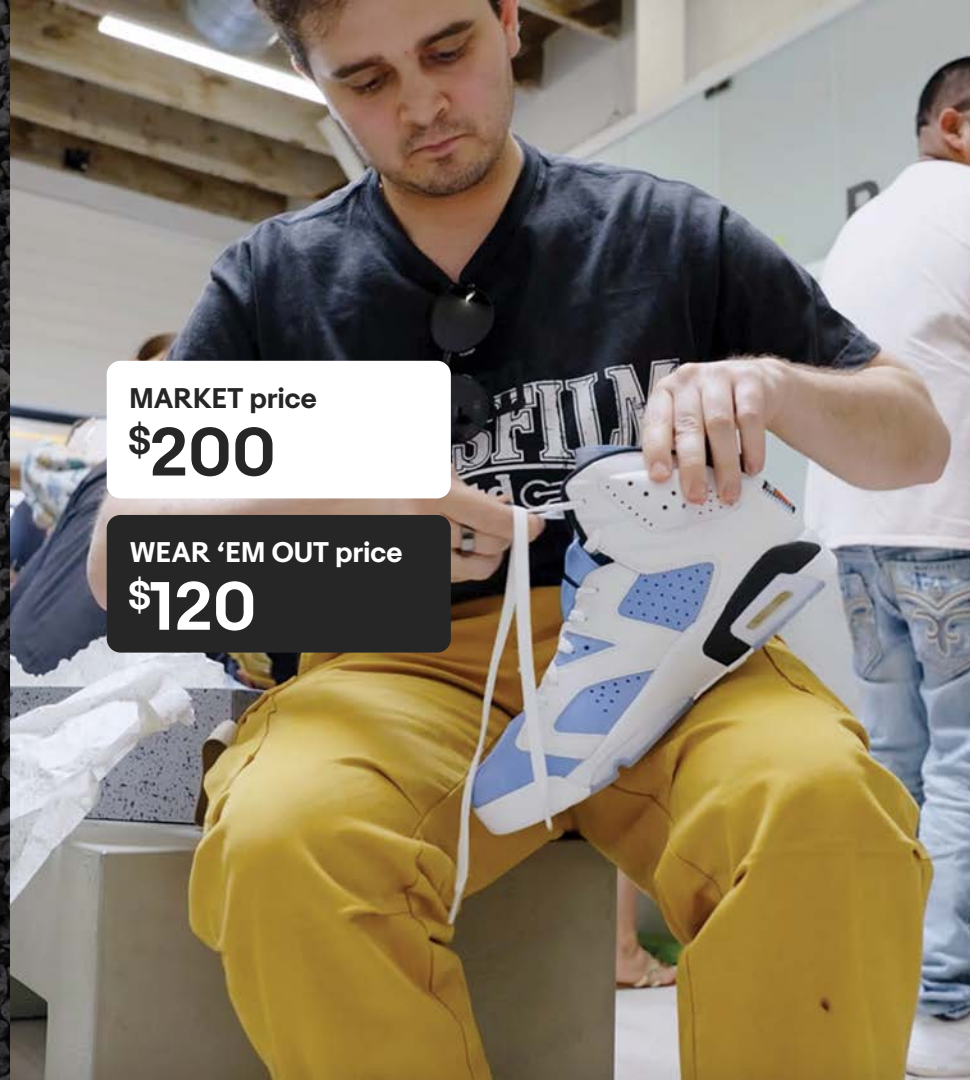
eBay is the only marketplace that could authentically celebrate wearing your shoes.

There was one thing eBay offered that its competition did not - eBay is the only marketplace where people can buy and sell **new and pre-worn sneakers**. While competitors only sell deadstock (brand new, never worn) sneakers.



STRATEGY

Celebrate the joy of
wearing your kicks,
proving sneakers are
more than just an
investment.



MARKET price
\$200

WEAR 'EM OUT price
\$120

THE IDEA

ebay

WEAR 'EM OUT STORE

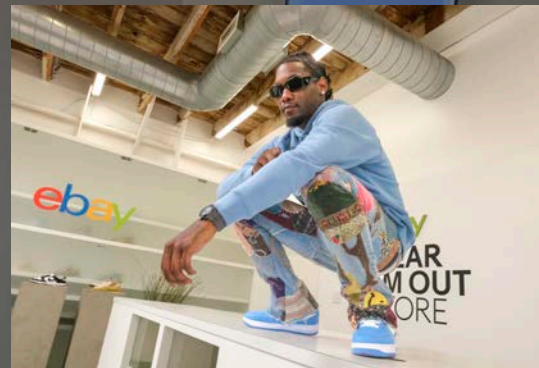
The first sneaker shop to
reward sneakerheads for
wearing their kicks



THE IDEA

Sneakerheads paid a significantly lower "wear 'em out price" if they laced up their shoes and wore them out of the store.

The experience in Fairfax (the heart of LA's streetwear scene) gave the community a choice: Pay the full market price and keep the shoes in "deadstock" condition or pay a lower price if they agreed to lace 'em up on the spot and walk a path of grass, gravel and concrete - ensuring they couldn't be resold as new.



Inventory was curated by rapper and notable sneakerhead, Offset, with inventory from LA-based eBay seller, Solestage.



To drive excitement and promote the experience, we used wild postings, social, sneaker influencers, and earned outreach.

RESULTS



COMPLEX

FAST COMPANY

VIBE

INPUT

NICE



The Wear 'Em Out store had a line around the block and drove a 25% increase in sneaker sales on eBay.com

1.5B EARNED IMPRESSIONS

36+ unique placements in top culture outlets Fast Company, Vibe, Complex, Yahoo, Ad Age, and Los Angeles Magazine, with Essence underscoring the store "gave true sneakerheads in the L.A. are the experience they needed."

25% RISE IN SNEAKER SALES

eBay sneaker sales for the quarter rose 25% over the previous year.

150MM SOCIAL INTERACTIONS

Mentions of "eBay Sneakers" rose by 2,000% and positive social sentiment skyrocketed by 172%.

BENZINGA

HIPHOP

yahoo!

KTLA 5

SOURCE

TAXI

ESSENCE

CREATIVITY
AdAge

CONTAGIOUS