Track 2:

Veronica Valdes

Global Director, Creative Strategy at Condé Nast (UK)

Creating Global Campaigns with Local Impact: Engaging Gen Z with Culture









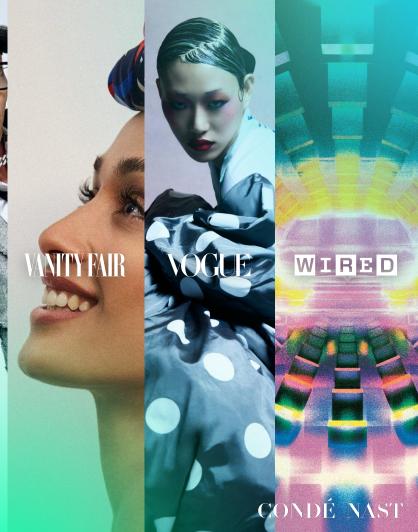
















Our Strategic Formula

Audience

Insights

Motivation and the incentive



Category

Trends

A macro theme and formats



Cultural
Relevance
Editorial foresight

NEW RULES OF ENGAGEMENT SHAPED BY GEN Z EXPECTATIONS

GLOBAL INFLUENCE = $CULTURAL\ RELEVANCE$

SOCIAL ENGAGEMENT ISN'T LINEAR CONTENT
DRIVES
AUTHENTICITY
& TRUST

E-COMMERCE PURCHASE ≠ BRAND TRUST



When brands can breakthrough

TIME SPENT FINDING INSPIRATION 30%

FINDING PRODUCTS ONLINE THROUGH

TIME SPENT RESEARCHING

24%

SEARCH ENGINES SOCIAL MEDIA RETAIL SITES

TIME SPENT PURCHASING

24%

1 IN 2 PREFER TO CHECK-OUT IN-STORE

TIME SPENT POST-SALE

24%

SHARING THE EXPERIENCE ONLINE & SOCIAL MEDIA

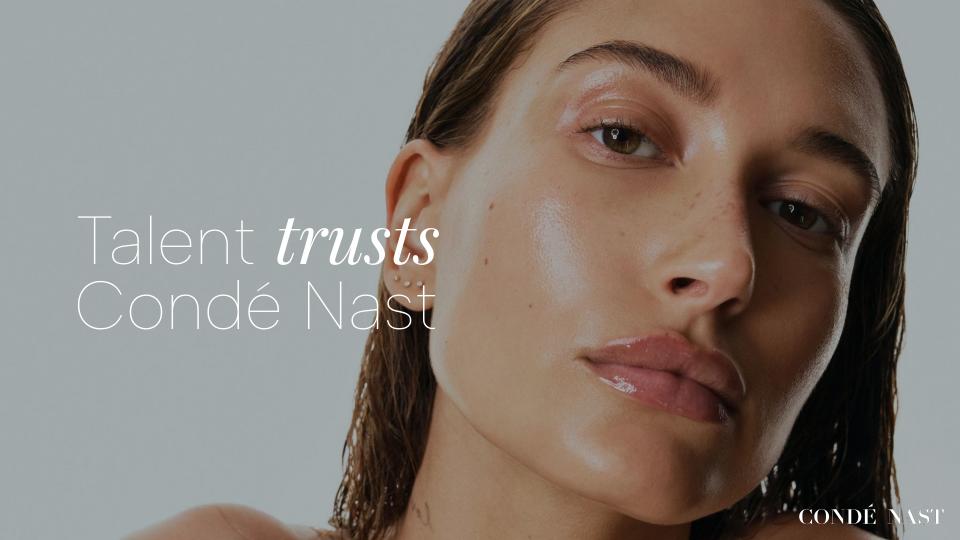
CONDÉ NAST





21% of Gen Zs and millennials credited celebrities with creating new trends, compared to 15% who said brands do.









At the same time, nostalgia has a hold on Gen-Z consumers

More than ever, **thoughtful, considered and surprising casting is key when engaging Gen–Z** and can super-charge branded storytelling.







2 X Lexani Lxuhp-207 235/45zr18 98w XL All...

**** (35) DKK 424.28 New



LASFIT LED License Plate Map Light Bulbs 168 T10 192... ★★★★★ (2074)

DKK 41.67 New



BMW 36136783536 Wheel Center Emblem Cap

★★★★★ (547)

DKK 48.63 New

DKK 34.71 Used



120x Black Plastic Rivets Fasteners 8mm Hole Clips... **** (43)

DKK 11.06 New



3 x TOYOTA OEM Engine-Oil Filter 04152-YZZA1 for Scion ★★★★★ (320) **DKK 61.15 New**

Limited Time Deals













Condé Nast's Gen Z engagers are the *pioneers* of second-hand luxury

- 87%

Are aware (132i), would consider (115i) or have purchased (117i) **second-hand luxury**

- 64%

Find the idea of wearing pre-owned luxury/designer products **appealing** (127i)

- 64%

Agree wearing pre-owned luxury & designer products is as stylish as wearing brand new (151i)

- 49%

Agree that pre-owned luxury/designer products are as valuable as brand new (161i)





BIGGER THAN THE 2023 GRAMMYS

BIGGER THAN WIMBLEDON 2023 BIGGER THAN CANNES FILM FESTIVAL 2023





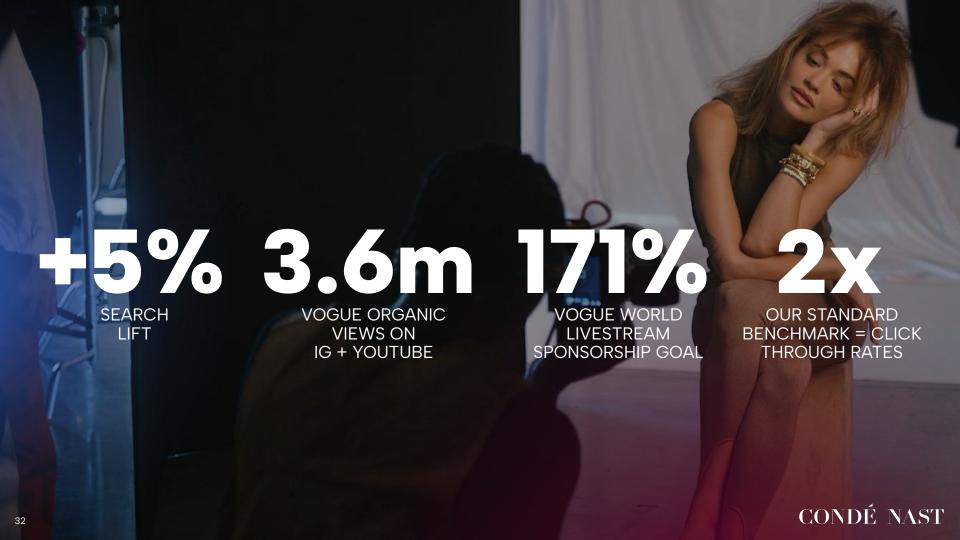












Vogue World Campaign with eBay Consistently in the Spotlight

Act I Act II Act III Act IV Act V Act VI

VOGUE ARCHIVAL IMAGE CURATION

Source images to inform all eBay AG creative elements of campaign.

CUSTOM PRINT CAMPAIGN

TALENT CURATION
Identify talent to
personify the original
VOGUE Image and bring
it to life today.
Essential factor in
campaign success.

Twiggy, Rita Ora & Wisdom Kaye recreate iconic Vogue images with eBay AG merchandise in 7-page custom unit.

(US & UK)

EVENT PROMOTION

RED CARPET ARRIVALS & LIVESTREAM

Talent walk Vogue World's celebrity Red Carpet together wearing eBay AG

CUSTOM CUTAWAY

Showcasing talent on the streets of London while spotlighting eBay AG merchandise; featured in Livestream

(US & UK)

INSIDE THEATRE ROYAL DRURY LANE

eBay AG integrated throughout the theatre experience for IRL guests

CUSTOM BEHIND THE MOMENT EPISODE

Featuring Twiggy reminiscing about her original VOGUE photo shoot & recreated image for eBay AG

MEDIA
AMPLIFICATION &
EVENT REPORTING

CONDÉ NAST

Vogue World Video

92.2 Million

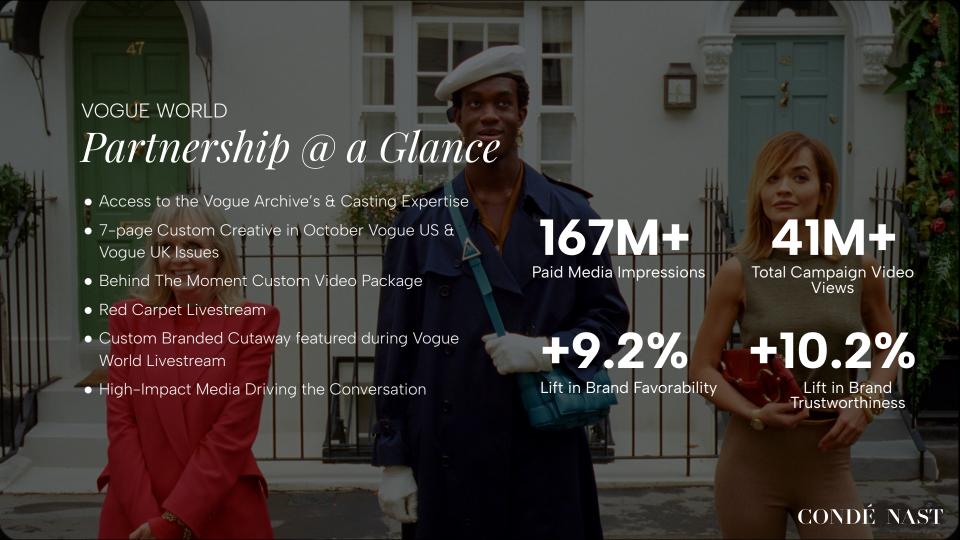
LIVE + NON-LIVE VIDEO VIEWS

Views across all Vogue World related video, including livestream. All Vogue World Videos on YouTube and O&O had eBay rotational pre-roll and mid-roll ads

11.3 Million

LIVESTREAM + REPLAY VIEWS

Livestream views, both live and replays, included eBay branded cutaway and rotational pre-roll and mid-roll ads











- Culture is the new KPI
- Gen Z's community is global
- Casting for new, next, and nostalgic
- Post-campaign, determine your undisputed truths

