

URL: <https://stvp.stanford.edu/blog/videos/ebay-the-worlds-online-marketplace>

Reedy shares a commercial that is going to air later in the week. She talks about eBay's vision - providing a global online trading platform - and the value proposition - making inefficient markets efficient by bring back the fun and the passion.



Transcript

So I am going to kick it off with actually a new commercial that actually is going to be airing this week, and so you will be one of the first ones to see one of the new eBay commercials.. There it is.. That will be airing along with other commercials that will be airing through the holidays.. So to talk a little bit about what is eBay's vision.. Actually, we are the world's online marketplace.. We provide a global online trading platform where practically anyone can trade practically anything.. That has truly been our vision since our founder actually created the company.. What is our value proposition? I would assume most of you understand that but we make inefficient market efficient, for millions of users while bringing the actually the fun and the passion.. The fun and the passion gets, if you have ever been working on the auction side you know that you really do not know what you are going to get it for.. There are a lot of people who bid at the end..

We actually find that particular fun, excitement that a lot of folks have while trading on eBay.. We will talk a little bit more about that value proposition later on...