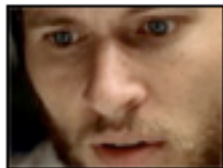


## Ebay Gets It [10.21.05]



Interactive 

EBay "What Is It?"

around the world. 

To generate buzz for a shiny new campaign for eBay, BBDO ran an intriguing teaser ad over the past week that introduces a new revolutionary product known only as "it"—with no real explanation as to what "it" actually is. The teaser directs viewers to [www.whatis-it.com](http://www.whatis-it.com), where the truth behind "it" was finally revealed.

Created by BBDO and Agency.com, the website features some nifty customization tools for visitors to tailor their own personal "it," as well as a series of amusing—yet agonizingly cryptic—videos that detail the birth of "it" and the impact "it" has had

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