



Intro

We all LOVE our wardrobes but fashion fatigue is REAL. And while it'd be great to find a new look, we're in a cost-of-living crisis and budgets are tight.

Enter eBay.

I love the simple clarity of this concept: You sell a thing, you buy a thing. And when you sell that item, the reward is the thrill of getting something new in return. It's like an online fashion swap shop.

These films amplify that relatable despair of feeling like you have nothing to wear with the melodramatic reactions of our characters, set design, camerawork, and lighting.

That is until an eBay 'sale' notification appears on their phone, as if it's just a natural part of their lives, and allows them to go ahead and buy that piece of clothing they've had their eye on.

Visual Approach

Our character's expressions will help to convey the fatigue, but it's the camera and lighting that will turn this into CINEMATIC despair.

We'll build on the dynamic reveals in your scripts with creative shots and angles, such as a probe lens on a phone or a circular move.

We'll also use dynamic lighting in the form of beams or pools to create bold imagery that feels like part of a hyper-real, slightly melodramatic (more woe is me than tearful screams) world.

That said, each act of our film will have its own distinctive style:

Problem (1st Act) - Some depictions could lean into a 'prison cell' moment as our characters feel trapped by their sartorial situation, despairing like the subjects of a Caravaggio painting while being spotlighted by a beam of light from their solitary window.

Solution (2nd Act) - This flips the script with the camera re-framing to reveal a phone notification from Ebay that an item has sold. We cut to a dynamic probe lens shot of the phone to get as close as possible to the device and explore every aspect of the UI.

Delight (3rd Act) - Our protagonist is in an open space, basking in the beautiful sunshine and enjoying life.

Organic eBay Branding

Let's establish the connection between these stories and eBay from the get-go. But do so in an elegant, playful way that makes the logo feel like part of the story rather than 'super' slapped on the front.

Fortunately, I love coming up with creative ways of doing this. In Ffion's story, we'll have the logo printed onto the fabric of the curtain. In Abdul's, it's the design of his cufflinks. For Mai, it's drawn on the cover of a textbook in the charming way someone might draw a band logo on their teenage school books. And for Jeff's story, it's printed on his baby's pacifier; the wonderful face that opens the 'Dad' film.

The Sold-to-Buy Moment

I imagine the 'Sold' to 'Buy' transaction being fast, easy, and hassle-free.

In some of the scripts we intercut between the 'Sold' and 'Buy' moments with a facial reaction that tracks our character's change in emotion. But in others, we stay on the phone and execute the 'Sold'-swipe-'Buy' experience in a single shot.

I suggest we always cover a facial reaction. It's quick and easy to shoot, and just as quick and easy to cut in post, but it might just be the moment of emotional clarity and love for eBay the edit needs.

Scripts

FFION - SPRING TIME NEW LOOK :15

We open on the eBay logo printed on a fabric drape. This curtain is pulled back to reveal Ffion, posing like a Renaissance subject in a towel and bathrobe. She stands completely still and stares straight ahead as her eyes water.

Ffion: I have nothing to wear.

Cut to Ffion standing in front of her wardrobe with her back to us, revealing the curtain was acting as the doorway to her collection of clothes. Ffion turns to the camera, her lip quivering.

Ffion: I have nothing to wear.

Cut to an aerial view of a bed strewn with clothes. Ffion falls back dramatically onto the clothes, raising her hand to her forehead like a Botticelli painting in the midst of despair.

Ffion: I have nothing to...

PING - the sound of a phone notification.

Ffion turns her head. Cut to a close-up of the phone with an eBay notification banner that reads: 'ITEM SOLD' on her screen.

VO: TURN YOUR NOTHING TO WEAR...

Ffion's thumb taps on the notification, loading the app. She swipes right to the item she's watching and hits '**BUY IT NOW**'.

*We'll cover the phone with two angles, so in the edit we can have an extra close-up of the 'BUY IT NOW' button.

VO AND SUPER: SELL CLOTHES FOR FREE ON EBAY

We cut to Ffion strutting down a modern, inner-city London street, bathed in sunlight. Her hair flowing as she gives off that spring/summer energy. She looks and feels sensational, wearing the item she bought on eBay.

ABDUL - THE FORMAL OCCASION :15

We open on a cufflink in the shape of the eBay logo. It's being done up on the sleeve of a smart shirt.

We cut to Abdul looking at himself in the mirror. He's dressed in a smart shirt but looks defeated as his bow tie hangs limply around his neck.

Abdul: I have nothing to wear.

Cut to Abdul slumped on the ground, surrounded by a sea of shirts that cover the hardwood floors of his studio apartment.

Abdul: I have nothing to wear.

The camera circles Abdul as he plants the palms of his hands on his face and pulls down at the skin.

Abdul: I have nothing to...

PING - the sound of a phone notification.

Cut to a static wide shot of the room, revealing Abdul's phone next to him. The world has stopped spinning and the phone has snapped him out of his melodrama.

Cut to a close-up of the phone with an eBay notification banner that reads: 'ITEM SOLD' on his screen.

VO: TURN YOUR NOTHING TO WEAR INTO...

Abdul's thumb taps on the notification, loading the app, then he swipes right to the item he's watching and hits '**BUY IT NOW**'.

*We'll cover the phone with two angles, so in the edit we can have an extra close-up of the 'BUY IT NOW' button.

VO & SUPER: SELL YOUR CLOTHES FOR FREE ON EBAY

Cut to Abdul stepping out of his car, holding a large bunch of flowers. His hair is meticulously styled, his beard freshly trimmed, and he is wearing the item he bought on eBay.

He confidently sets off through a Bristolian park as the sun sets behind him, creating a pink-orange hue in the sky.

MAI - THE STUDENT FRESHERS WEEK :15

We open on the eBay logo drawn on the cover of a textbook laying on a desk. The textbook is swiped off the desk and replaced with a pile of clothes.

The camera tilts up to a mirror, revealing Mai staring back at her reflection. A Scottish flag hangs on the wall in the background. Mai turns and speaks out loud with an almost teenage frustration.

Mai: I have nothing to wear.

Cut wide to reveal the university dormitory she lives in with clothes strewn everywhere! Mai's already at the "mayday point". Sick with fashion fatigue. She lifts up a sweater on her bed, desperately searching for more clothes, then throws it back down in defeat. It's comically pathetic. Mai petulantly throws down her arms.

Mai: I have nothing to wear!

Cut to an aerial shot of Mai flopping into a chair in the middle of the room, piled high with clothes. The camera cranes upwards like the scene of Leo DiCaprio on his knees in the rain in Baz Luhrmann's *Romeo and Juliet*.

Mai sobs: I have nothing to...

PING - the sound of a phone notification.

Cut to Mai's profile. The camera pulls focus to a phone that's on her desk in front of the camera. We cut to a close-up of the phone with an eBay notification banner that reads: 'ITEM SOLD' on her screen.

VO: TURN YOUR NOTHING TO WEAR INTO...

Mai's thumb taps on the notification, loading the app. She swipes right to the item she's watching and hits '**BUY IT NOW**'.

VO AND SUPER: SELL YOUR CLOTHES FOR FREE ON EBAY

We cut to a tracking, hero shot of Mai strutting through the campus wearing the item she bought on eBay and looking incredible.

THE GROWING BABY :15

We open on an eBay logo printed on the pacifier in a toddler's mouth. The camera crash-tracks back wide to reveal 2-year-old Charlie sitting on the floor of their bedroom next to their dad, Jeff.

They're drowning in a sea of children's clothes.

Jeff frantically holds up a t-shirt to Charlie's body that is so small it looks like a crop top. Then a pair of trousers that would fit a 6-month-old.

Jeff: He's got nothing to wear.

Cut to a head-and-shoulder shot of Jeff from Charlie's P.O.V. Jeff turns desperate, shaking his head as he holds up even more small items of clothing. Jeff yells off-camera.

Jeff: He's got nothing to wear!

Cut to Charlie as he sucks on the pacifier, empathising with Dad. Jeff slumps to the ground and picks up one of Charlie's socks. He looks at it blankly, defeated.

Jeff: He's got nothing to...

PING - the sound of a phone notification.

The camera tracks back to reveal Jeff's phone illuminated on the floor. Jeff's eyes shift to the device.

Then we cut to a close-up of the phone with an eBay notification banner that reads: 'BABY ITEM SOLD' on his screen.

VO: TURN YOUR NOTHING TO WEAR INTO...

Jeff's thumb taps on the notification, loading the app, then he swipes right to the item he's watching and hits '**BUY IT NOW**'.

*We'll cover the phone with two angles, so in the edit we can have an extra close-up of the 'BUY IT NOW' button.

VO & SUPER: SELL YOUR CLOTHES FOR FREE ON EBAY

Cut to Dad strutting through the park on a sunny day with Charlie - dressed in the item he bought on eBay - in his arms.

'THE HERO FILM' :30 CUT

These stories feel complete on their own but given their modular structure can also be seamlessly edited together.

For a 30" spot, I suggest quick cutting between each of our different characters as they descend into despair, then use a single sell-to-buy sequence that solves all of their problems. We end on another sequence of quick cuts between all of them enjoying their new items or simultaneously showing this in a four-way split screen.

We open on the eBay logo printed on a fabric curtain. The curtain is pulled back to reveal Ffion, posing like a Renaissance subject in a towel and bathrobe. She stands completely still. Her eyes water as she stares straight ahead, overwhelmed.

We cut to an aerial view of a bed strewn with clothes. Ffion falls back dramatically onto the clothes, raising her hand to her forehead like a Botticelli painting in the midst of despair.

Ffion: I have nothing to wear.

Cut to a camera circling Abdul as he plants the palms of his hands on his face and pulls down at the skin. He's surrounded by a sea of shirts that cover the hardwood floors of his studio apartment.

Abdul: I have nothing to wear.

Cut to a university dormitory where we see Mai with clothes strewn everywhere!

Mai's already at the "mayday point". Sick with fashion fatigue. She lifts up a sweater on her bed, desperately searching for more clothes, then throws it back down in defeat. It's comically pathetic. Mai petulantly throws down her arms.

Mai: I have nothing to wear!

Cut to an aerial shot of Mai flopping into a chair in the middle of the room, piled high with clothes. The camera cranes upwards like the scene of Leo DiCaprio on his knees in the rain in Baz Luhrmann's *Romeo and Juliet*.

Cut to 2-year-old Charlie sitting on the floor of their bedroom next to their dad. We momentarily pause the action to have a Maggie from The Simpsons dummy moment - in/out. Jeff frantically holds up a t-shirt to Charlie's body that is so small it looks like a crop top. Then a pair of trousers that would fit a 6-month-old.

Jeff: He's got nothing to wear.

Cut to a head-and-shoulder shot of Jeff from Charlie's P.O.V. Jeff turns desperate, shaking his head as he holds up even more small items of clothing.

PING - the sound of a phone notification.

The camera tracks back to reveal Jeff's phone illuminated on the floor. Jeff's eyes shift to the device.

Then we cut to a close-up of the phone with an eBay notification banner that reads: 'BABY ITEM SOLD' on his screen.

VO: TURN YOUR NOTHING TO WEAR INTO...

We cut quickly between Jeff's, Ffion's, Abdul's, and Mai's thumb tapping on the notification, loading the app, then swiping right to the item they're watching and hitting '**BUY IT NOW**'.

VO & SUPER: SELL YOUR CLOTHES FOR FREE ON EBAY

We cut to a four-way split screen. In each quarter we see a different protagonist enjoying their new purchase.

Ffion struts down a street, bathed in sunlight. Her hair flows as she gives off that spring/summer energy. She looks and feels sensational, wearing the item she bought on eBay.

Cut to Abdul stepping out of his car, holding a large bunch of flowers. His hair is meticulously styled. His beard freshly trimmed. He is wearing the item he bought on eBay. He confidently sets off through a Bristolian park as the sun sets behind him, creating a pink-orange hue in the sky.

We cut to a tracking, hero shot of Mai strutting through the campus wearing the item she bought on eBay and looking incredible.

Cut to Dad strutting through the park on a sunny day with Charlie - dressed in the item he bought on eBay - in his arms.

Casting and Characters

We're not looking for average Joes but casting people who have a more classically attractive look. Actors with a Hollywood sheen that can sell the fantasy of the fashion world but whose nuanced acting abilities ground them in reality and make them feel relatable.

Ffion

A first-time buyer in her mid-thirties, Ffion is your typical East London hipster. A fashion icon (to her friends at least), Ffion is as hungry for new fashion as she is for that gluten-free, sugar-free (joy-free) artisanal cupcake, which makes her current clothing situation so desperate.

Abdul

Bristol-based Abdul has just hit the big 3-0 and isn't remotely phased by it. His open-plan, factory-converted bachelor pad reflects his cool, calm, and refined demeanour, as do his clothes. Abdul likes to merge classic and modern styles, but right now his wardrobe is feeling more like the former than the latter and it's stressing him out.

Mai

Gen-Z student, Mai, recently moved from her beloved Leeds to Scotland to pursue her dream of becoming a psychologist. Along with exploring people's minds, she loves exploring local thrift shops but is struggling to do so on her shoestring budget until eBay comes along and helps her out.

Jeff

A work-from-home dad in Bedfordshire, Jeff is a modern, middle-aged man when it comes to parenting and fashion. He's constantly updating and evolving his look. The only problem is that he's also doing the same for his 2-year-old child, Charlie, who often grows out of an outfit after wearing it just once.

Thank You

Thanks for sending this creative my way. I've had a load of fun riffing on the great work you've done so far, whether that's introducing dialogue into the scripts to amplify our character's despair and clarify communication, taking a more aesthetically aspirational approach to casting, or winnowing down the 20" ads we're prioritising to make them as punchy as possible.

I can't wait to hear your thoughts.