

Barometer

Data and insights from eBay Advertising on the latest shopper trends for advertisers and sellers



Big opportunities for brands to cash in on Love Island inspired shopping

eBay advertising

From fashion to fitness, brands will benefit from 'second screening' as the hit show returns to our screens this summer.

267% increase

in searches for Caroline Flack's seen-on-screen "yellow playsuit" during the 2018 premiere, compared to two hours before.

91% increase

in searches for "fake tan" during 2018's kick-off show, compared to the hour before.

100% increase

in searches for "pull-up bar" during the first week of last year's show compared to a week before.

As Love Island embarks on its fifth season this June, the summer TV staple is set to spark a surge in shopping for particular products, according to new insights released by eBay Advertising – with fashion, beauty and fitness brands primed to win the biggest share of wallet.

Last June, as shoppers tuned in to the show during its first week, it was clear the popular programme was front of shoppers' minds – eBay saw a huge 481% increase in searches for "Love Island" on the site compared to the week before. This wave of interest highlights the opportunities for brands to drive online awareness and sales, on the back of offline events.

The Clothes, Shoes and Accessories category in particular, experienced a big surge of searches in line with the show, increasing by over a quarter (26%) during the first episode of the new Love Island season on 4th June 2018, compared to two hours before. And, during the same episode, the Health and Beauty category experienced an uplift of 18%.

Star-struck by style

eBay's insights reveal that many consumers are inspired by the fashion choices of those appearing on the show, presenting a huge opportunity for brands to cash in on fans who are 'second screening' – watching television while simultaneously browsing and shopping online.

Searches for "yellow playsuit" shot up by 276% during the first episode of last year's series, compared to just two hours before, after host Caroline Flack sported a remarkably bright one in the opening scenes.

Meanwhile, searches for "maxi dress" and "suit" rose by 13% and 11% respectively during the series finale, compared to the hour before, as the show's stars donned their finest evening wear for the final results – providing smart brands with a chance to engage with shoppers at 'peak inspiration' by tweaking creative in real time according to the scenes on screen.

But viewers can't always shop while they watch, especially when there's high drama on screen – and eBay's data suggests that some viewers wait until an episode has finished to browse the items they've just seen. Searches for "pink denim jacket" and "pink denim shorts" peaked in the hour after the show on 23rd July 2018, just after Love Island's sweetheart Dani Dyer wore her pink double denim combo during the fraught lie detector test – highlighting that there is spend to be won even after the credits roll.

Keeping up appearances

There's no denying the beauty – natural or otherwise – of Love Island's cast, presenting ample opportunities for brands in this space to engage with consumers who are inspired to glam up themselves.

eBay saw searches for "Dyson hairdryer" – a sponsored product supplied to the stars – jump 10% during the first week of last year's series, compared to the previous week, as viewers longed for the participants' luscious locks.

And searches for "fake tan" almost doubled – surging by 91% – during 2018's premiere, compared to the hour before, as consumers envied the Islanders' instant Majorcan summer glow. Meanwhile, viewers were clearly dazzled by Love Island winner Jack Fincham's pearly whites, with searches for "teeth whitening" leaping by 68% during that same episode.

Not-so-sedentary shoppers

Inspired by apparently effortless six packs and occasional shots of the Islanders squatting, lifting and exerting to maintain their impressive physiques, eBay's insights reveal that many shoppers are motivated to bulk up their own fitness regimes.

Searches for "pull-up bar" doubled – up 100% – during the first week of last year's show, compared to a week before, and searches for "dumbbell" and "yoga mat" increased by 8% and 19% respectively during the final episode, compared to the previous hour.

But it's not just brands in this category that stand to benefit from a renewed enthusiasm for working out. Good intentions like these tend to have a 'halo effect', with interest extending beyond the equipment seen on the show; searches for "protein" grew by 12% during the same time frame.

Searching for summer

Set in the Mediterranean paradise of Majorca, Love Island inevitably leaves many viewers dreaming of sunnier shores.

The shift in mindset was apparent from the very first episode, when searches for "beach towel", "sun lounger" and "sunglasses" grew 80%, 50% and 20% respectively, compared to a couple of hours before. In fact, during that hour, shoppers searched for "sunglasses" three times every second.

And swimwear was top of mind as the girls and boys were revealed – scantily clad in beachwear – to one another during the opening minutes. Searches for "bikini" rose by half (49%) and "swim shorts" rose by over a quarter (28%) in the same time period. With Love Island viewers tuned in and in the mood for summer shopping, retail brands – and others too – have ample opportunity to capitalise on the holiday feeling.



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Popular TV programmes such as Love Island can wield huge influence over shopping habits. These insights reveal the scale and scope of opportunities for brands – and not only those in the fashion, beauty and fitness categories – to pinpoint audiences likely to be interested in their products and target them with the right messages when they're most inspired. Armed with rich insights into consumer behaviour and contextual data to find audiences in the shopping mindset, brands have the potential to achieve impressive results and boost their bottom line.

Mike Klinkhammer, Director of Advertising Sales EU, eBay

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Brands have a really exciting opportunity to engage with avid viewers who are inspired by the Love Island stars, setting and lifestyle, and it's not just on-screen sponsors that can get a slice of the prize. Brands can engage with the same audiences online at a fraction of the cost. If marketers are savvy and have their finger on the pulse of the Love Island nation, they can capitalise on the second-screening phenomenon and deliver relevant advertising to viewers online in real-time as the drama unfolds.

But, to really make it work, brands need to understand how their audiences behave and to work with partners that have relevant content, context, and targeting opportunities.

Pauline Robson, Managing Partner, MediaCom

For more information, please contact your sales rep or email advertisinguk@ebay.com

About eBay

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For more information about the company and its global portfolio of online brands, visit www.ebayinc.com.

eBay (UK) Limited Hotham House, 1 Heron Square, Richmond, Surrey TW9 1EJ
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