



DISRUPTIVE OFFER & WASTE & RESOURCES







## WHY

eBay and Patagonia are encouraging customers to resell products they no longer use to extend the life of Patagonia products.


## HOW


- In 2011, eBay and Patagonia created a partnership to help each other achieve core elements of their corporate responsibility strategies.
- The partnership encouraged Patagonia customers to use the eBay platform to resell their old Patagonia products.
- eBay uses an algorithm to place all Patagonia items listed into Patagonia’s Common Threads branded eBay store.


## BUSINESS VALUE

 <b>REPUTATION</b>	<p><b>Brand loyalty</b> – The partnership drove engagement and loyalty beyond financial transactions.</p> <p><b>Brand awareness</b> – The partnership has had significant online reach.</p>
 <b>MARKET</b>	<p><b>New segment access</b> – The partnership opened up the Patagonia brand to a wider market, who can’t yet afford new Patagonia products.</p>
 <b>SALES</b>	<p><b>Growth</b> – Sales for both used and new Patagonia products increased following the partnership.</p>
 <b>INNOVATION</b>	<p><b>Business model</b> – Patagonia was the first brand to endorse customer to customer sales of their pre-owned goods on eBay.</p>

## CONSUMER VALUE

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**FUNCTIONAL**  
Patagonia products were made available to a new customer base who previously could not have afforded them.
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**EMOTIONAL**  
The endorsed resale of Patagonia products gives customers a way to pass old products onto a new home.
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**SOCIAL**  
The Common Threads store creates a community of Patagonia fans around a common cause.

## RESULTS

- Compared to the year before the program launched, there was a 25% year-on-year increase in the sale of new and used Patagonia gear on eBay. Source: eBay Interview
- Over 40,000 pre-used Patagonia products were kept out of landfill and given a new lease of life on eBay. Source: eBay Interview
- “The second-hand market opens up the brand to a lot of people who can’t afford to buy first-hand... it opens up a market that we might otherwise not have.” – Vincent Stanley, VP Global Brand, Patagonia. Source: eBay Interview