

## Case Study | eBay's Marktplaats | Chateau Frank



### 1. Challenge

Our challenge was to raise top of mind awareness with 6% and to increase the number of placed free and paid classified ads with 50.000 for eBay's subsidiary Marktplaats with a viral campaign among a broad Dutch audience.

### 4. Use of Media

We earned massive attention by the launch of an ATL and BTL guerrilla campaign: a public notary called for action in newspaper classified ads and outdoor posters: Attention! We are looking for the heirs of Uncle Frank. Please claim your castle. Visit ChateauFrank.nl for more info.

### 2. Strategy

Insights: we need to create an entertaining but educational "viral game mechanism" in which we engage the target audience so they can learn how easy it is to make extra money with Marktplaats.

### 5. Results

In 60 days over 250.000 people played Chateau Frank over 600.000 times. The campaign created huge buzz and a tremendous viral effect. Awareness increased with 15% and the number of placed classified ads did not hit 50.000 but over 90.000.

### 3. Concept

We created the fictional character: Uncle Frank. This solitary Millionaire had passed away and had left an enormous inheritance in his French castle "Chateau Frank". In an addicting game people could enter Chateau Frank, play and win Uncle Frank's great collection of goods.

### 6. Remarkable

Chateau Frank was presented as an example of most compelling interactive concept on RTL4, the leading Dutch TV Network.