

# MediaCom wins bid to lead eBay's global media

[GLOBAL](#) [NEW BUSINESS](#)

24 JUL 2014 1 min read

## Online retailer announces addition of two agencies to its roster

MediaCom has won the bid to handle eBay's global media duties, the online auction-based retail giant announced yesterday. The news comes on the heels of the agency's **recent appointment** as media AOR for eBay in Europe, Africa and the Middle East.

In a statement, the iconic brand - which also just picked up Goodby Silverstein & Partners for creative work - said: "Today, eBay is a dynamic shopping destination that connects people to the things they need and love - whenever, wherever and however they choose. As our brand evolves, we're constantly looking for new ways to inspire and engage our buyers and sellers

around the world. We have recently engaged Goodby Silverstein and Partners and MediaCom as our agency partners to help us explore how to continue telling the story of eBay."

Read more in [Advertising Age](#) and [MediaPost](#).

GLOBAL NEW BUSINESS