

Ned Dymoke
eBay For Pets / April Fools

Here at eBay, we want to make the world a better place. Our brand shouldn't have to stop at humans: which is why we want to announce something extra special on our platform.

eBay for Pets

That's right. Your pets now have their very own eBay vertical. Pets will be able to post items for sale, place bids, and even pay for them right over your laptop or smartphone. Lets just say your Buster or Bella wants a new bone. Or your Clive or Catalina want some more catnip*. Just have them place their paw on your smartphone screen to verify their ID. From there, pets will have access to exclusive verticals not available to humankind, with added pet-centric content from some of the best quadruped writers and editors. Our beta testers have been thrilled: just look how happy this bulldog is with his trampoline. And how ecstatic this charming feline is with her recent order of instructional language DVDs. The possibilities are endless.

HOW DOES IT WORK?:

Using the latest in Bluetooth™ and paw recognition technology, eBay will log them in to the special eBay Pet Portal. After a quick survey, we'll be able to sync your pets likes and dislikes into the cloud and eBay. There they'll be able to browse, bid, and buy eBay's purrated ** selection of items and have them click away. Their items will arrive within 3 business days to your front door where presumably they've been waiting for the mail delivery person***. And of course, your pet will be able to share their purchases directly to their social media accounts.

DO PETS HAVE MONEY?:

Your pets will be using your own checking or savings account to purchase whatever items they see fit.

DON'T BE SKEPTICAL:

No, seriously, just don't. We promise this is a good idea.

WE PROMISE:

We pinky-swear it.

WHY ARE YOU DOING THIS?:

Because 1 in 3 households in America has a pet. We at eBay consider pets to be part of the family. And would you exclude a family member from using eBay?

PROBABLY MY AUNT:

Ok, we hear you. Ours, too.

NO BUT REALLY WHY ARE YOU DOING THIS:

Because we want to put an end to online non-human discrimination. Dr Eric Whiskers of the prestigious Catface Institute Of Purrology (*actual person and real place *****) has gone on record praising eBay's advancement in the field of Petcommerce, saying:

"eBay For Pets is the best thing to
happen to cats since the laser pointer."

Dr Eric Whiskers

Silicon valley is the source of major worldwide innovations, and by throwing our tiny little pet sombrero hat into the ring we hope to create an equal environment for all creatures on this planet. Except spiders because eww.

WILL THIS WORK FOR ALL PETS?:

At launch, eBay For Pets will work for dogs, cats, and some mice. Barnyard animals will need to use an iPad Pro due to the size and weight of their hooves. By July 23rd, we will have the capacity to register horses, reptiles, and even potoo birds.

WHAT IS A POTOO BIRD?:

They. Are. Awesome.

WHY HAS NOBODY THOUGHT OF THIS BEFORE?:

"Rough. Rough rough rough."
a dog, when asked about his
current online shopping experience.

For too long, pets have been unable to tell us what they really want. Sure, dogs can paw at the door when they want to go outside to take a leak and cats have learned to meow to get our attention but what do they REALLY want? We've gone ahead and taken the guessing out and have tapped into the previously untapped market of chewsumers ***** . With this first mover advantage eBay positions itself as the leader in an emerging field ***** . And pets are naturally the most loyal of customers. By opening the site up to pets we open a huge opportunity to give our pets a voice by allowing them to purchase as much as they want and whenever they want, using your dollars to pay for it.

WHEN DOES IT LAUNCH?:

eBay is in the process of fine-tuning our SQL database for our April 1st launch date.

IS IT REAL?:

Yes.^a

* It really isn't our place to decide what you call your pets but please don't call your cat Clive.

* * We paid an intern two candy bars to think that one up.

* * * Because they are pets. Geddit? Is a joke!

* * * * If that didn't tip you off, nothing will.

* * * * * Ok fine we really meant "Consumers." Sorry / not sorry, etc.

* * * * * Several marketing dudes in Palo Alto just went "Ooooooooooh Whaaaaaat!" when they read that like we just made an NCAA final game buzzer shot.

^a No.