



Stanford eCorner

Branding: Why eBay?

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Video URL: <http://ecorner.stanford.edu/videos/340/Branding-Why-eBay>

Reedy tells the story of the brand name eBay. The founder, Pierre Omidyar, wanted to call the website "echobay" but it was taken, so he went with eBay.



Transcript

First of all, I'll answer the second one because that's kind of easy. Pierre has told this story many times. He said he would love to have been this really neat story about how he has all this meaning and purpose but it doesn't. He said he wanted it to be called Echo Bay and he went to register because you have to register all websites names, and he went to register for Echo Bay. They said it was taken because it's a lake or something in Nevada so it was actually taken, he couldn't have it. So the person who was there was kind of brainstorming with him and he said well, okay, eco, eco starts with an E. So he said well, is eBay taken? They looked and they said no and he said okay, I'll take that. He always wishes it was different than that but that's how the name came about.