

Case Study

Pick & Play

Logo Design, Strategy, and eBay Optimisation for a Music Gear Reseller



Client Overview

Pick & Play is a second hand music equipment reseller on eBay, focused on affordable, quality gear for musicians.

Location: Southampton

Market: Mucians, small studios, hobbyists



The Challenge

- No Clear Branding
- eBay listings lacked visual appeal
- Low review count and customer trust
- No system for post-sale enagagement



The Solution

- Designed a new logo and visual identify
- Updated listing templates with clearer info
- Developed a post-purchase follow-up message for reviews
- Offered layout advice for more consistent product photos



The Results

- ✓ 25% increase in sales in the first 30 days
- ✓ 50% conversion rate of customers into postive reviews on eBay
- ✓ Stronger brand consistency across listings with unified titles, descriptions, and product imagery

New Logo

