

CANSPAN BMG CASE STUDY

pinkfong BABY SHARK

Services Provided

- Facebook/Instagram Advertising
- YouTube/YouTube Kids Advertising
- Amazon Advertising
- Google Search Advertising
- Google Display Advertising

WOWWEE TOYS / BABY SHARK

babyshark.wowwee.com

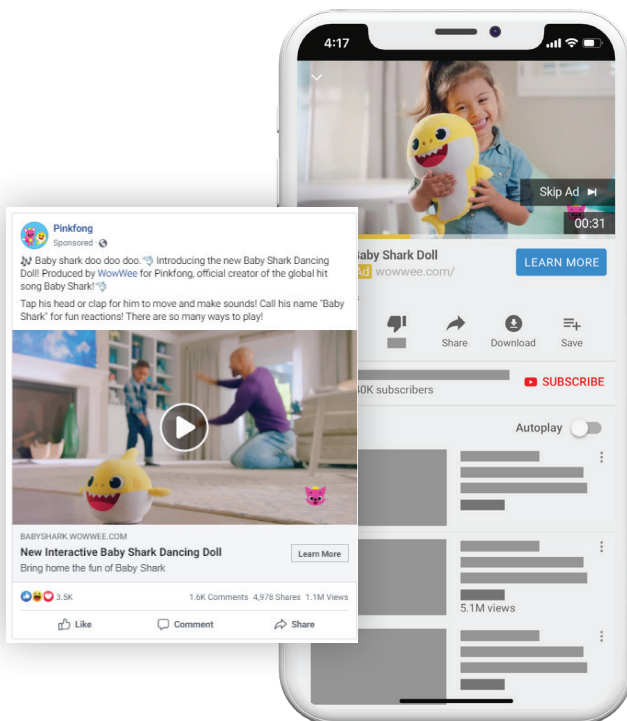
When Korean kids entertainment company Pinkfong (creators of the hit song Baby Shark) and toyco WowWee inked an exclusive licensing agreement, they turned to Canspan BMG to ensure a successful retail launch. And that is exactly what they got.



Instagram amazon YouTube Google facebook.

challenge

Drive widespread awareness and sell-through of the key WowWee Baby Shark licensed interactive plush products in the North American market.



strategy

A full funnel approach was taken to target parents of young children across a range of digital/social platforms in different phases of their buying journey. Video ads, image ads, text ads, and product ads were all employed across the various platforms, with creative A/B testing done on a continual basis to maximize performance. Advanced remarketing tactics were key in ensuring strong coverage across the Baby Shark fanbase.

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results highlights

Metrics across all key advertising platforms exceeded industry benchmarks and internal goals. As a result, sell-through was very strong at retail. Key highlights included:



1

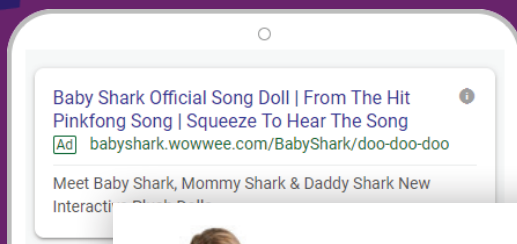
YouTube campaigns performed exceptionally well from an efficiency standpoint, generating almost **5 million video views** with a relatively limited budget. Discovery ad view rates were also extremely high at 3X the toy industry benchmark. A YouTube Kids campaign (a first for WowWee!) was also run in order to reach an exclusive audience with pre-roll ads on highly-relevant channel packs.

2

When driving traffic to the Baby Shark website, users spent a considerable amount of time on the website and converted (clicked through to retail) at very high rates, indicating a very engaged, well-targeted audience. Google Search campaigns specifically were very effective at capitalizing on the high search volume for the Baby Shark brand and driving traffic to the WowWee brand website.

3

Amazon **Return On Ad Spend was 50% higher than the internal objectives** set out when campaigns were launched. Our advertising efforts helped **sell out the exclusive Amazon Pre-Order in only a few days**, and consistently rank among the top selling products on Amazon within the Toys & Games category!



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“The Canspan team implemented a rigorous test and learn approach to target relevant audiences and scale WowWee’s investment across digital channels. Their strategy resulted in some of the most efficient campaigns we’ve ever run to-date, delivering extraordinarily low CPVs, with better-than-benchmark click-through to retail.”

JULIAN KOSMA

AUDIENCE INSIGHTS & ACQUISITION MANAGER, WOWWEE



RESULTS BY PLATFORM

Facebook/ Instagram Ads

- 11 Million+ Impressions
- 3 Million+ Video Views
- 60,000+ Social Engagements

YouTube Ads

- 5 Million+ Video Views
- 42% View Through Rate (Skippable Ads)
- 9% View Through Rate (Discovery Ads)

Amazon Ads

- 1500% ROAS
- 15 Million+ Impressions
- 130,000+ Clicks

Google Search Ads

- 200,000+ Impressions
- 16,000+ Clicks
- 8.2% CTR

Google Display Ads

- 3 Million+ Impressions
- 74,000+ Clicks
- 2.6% CTR

