

CANSPANBMG

CASE STUDY



Services Provided

- Media Planning
- Paid Social Media Marketing
- Community Management
- Google Adwords
- Amazon Advertising
- Content Creation



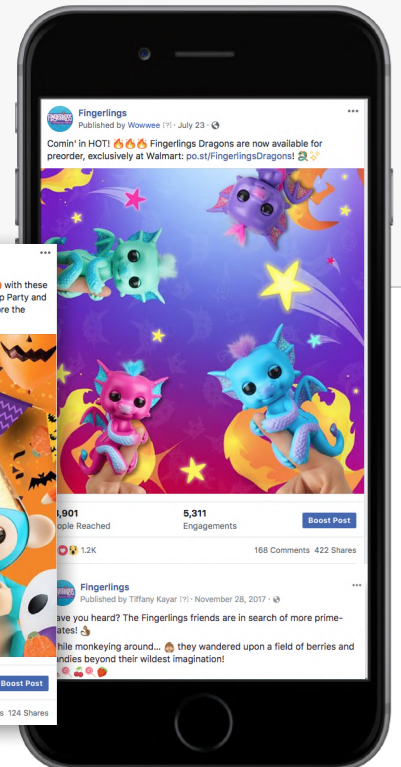
THE STORY

After a successful launch campaign, CanspanBMG took over management of Fingerlings' social media community and paid social and digital advertising (including content support), paving the way for the brand's growth via new product launches.

With the expansion of the Fingerlings product line (unicorns, dragons, pandas, HUGS, etc.), CanspanBMG's paid digital/social tactics helped cross-sell new SKUs to existing Fingerlings customers. Positive ROI was achieved through sophisticated remarketing efforts aimed at re-targeting those who had previously exhibited interest in the Fingerlings brand (past website visitors, social engagers, video viewers, etc.), on any platform. While these awareness campaigns were a key aspect of the media mix throughout the year, a greater emphasis was placed on lower funnel (e-commerce, retail and Amazon sales) campaigns for the Q4 holiday season.

"We're beyond thrilled with the results we've seen from our Social Media strategies and TV and digital campaigns since handing the reins to CanspanBMG for our hit product Fingerlings. We look to Jamie and his expert team to continue driving success for our brands and retailers in the future."

MICHAEL YANOFSKY
VP SALES, WOWWEE TOYS



KEYS TO SUCCESS

CanspanBMG's media planners and social team are deeply integrated into WowWee's marketing operations, insuring a streamlined flow of information and communication between the agency and client.

RESULTS

Fingerlings is now one of the world's most popular toys, with numerous line extensions and a hit web video series on YouTube in its second season.

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2018 Digital Advertising Results



facebook & Instagram



8 Million+
North Americans
reached

facebook & Instagram



315,000+
retailer clicks

facebook & Instagram



6 Million+
video views

facebook & Instagram



150,000+
social
engagements

facebook & Instagram



35 Million+
brand impressions

facebook & Instagram



+10,000
Instagram followers
+10,000
Facebook followers

YouTube



22 Million+
video views

YouTube



158 Million+
brand Impressions

YouTube



Over 40%
view rate with very
low CPVs

YouTube



Grew channel
subscribers
by 40%

amazon



Over **15:1**
ROAS

amazon



Over **110%**
YoY revenue
growth