

Lunar Leap: Making Moon Shoes Sales Surge on Target.com



Services Provided

- Paid Media Strategy & Execution
 - Meta Ads
 - TikTok Ads
 - Target.com Sponsored Products



The Story

With over 20 years of experience manufacturing products within the Toys & Sporting Goods industry, Big Time Toys has developed multiple hits with lines such as Moon Shoes, Super Swimmer, Socker Boppers, and more.

In Fall of 2023, they were working on a program to bring Moon Shoes into Target, and secured online placement on Target.com with a limited quantity of goods. Big Time Toys hired Canspan BMG to run a high priority digital marketing campaign designed to drive sales at Target.com, with the end goal of generating additional orders from Target & expanding distribution.

"Canspan BMG's digital marketing expertise and keen understanding of the toy industry were pivotal in the success of Moon Shoes on Target.com. We are looking forward to working with them on additional toy launches in the upcoming year".

Angela Moore

VP of Sales,
Big Time Toys

Let's Talk

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The Strategy

With the pressure on to move units quickly on Target.com, we relied on our extensive toy industry experience to quickly determine the appropriate ad platforms/tactics to leverage in our media mix. Our plan was tailored towards targeting online Target shoppers.

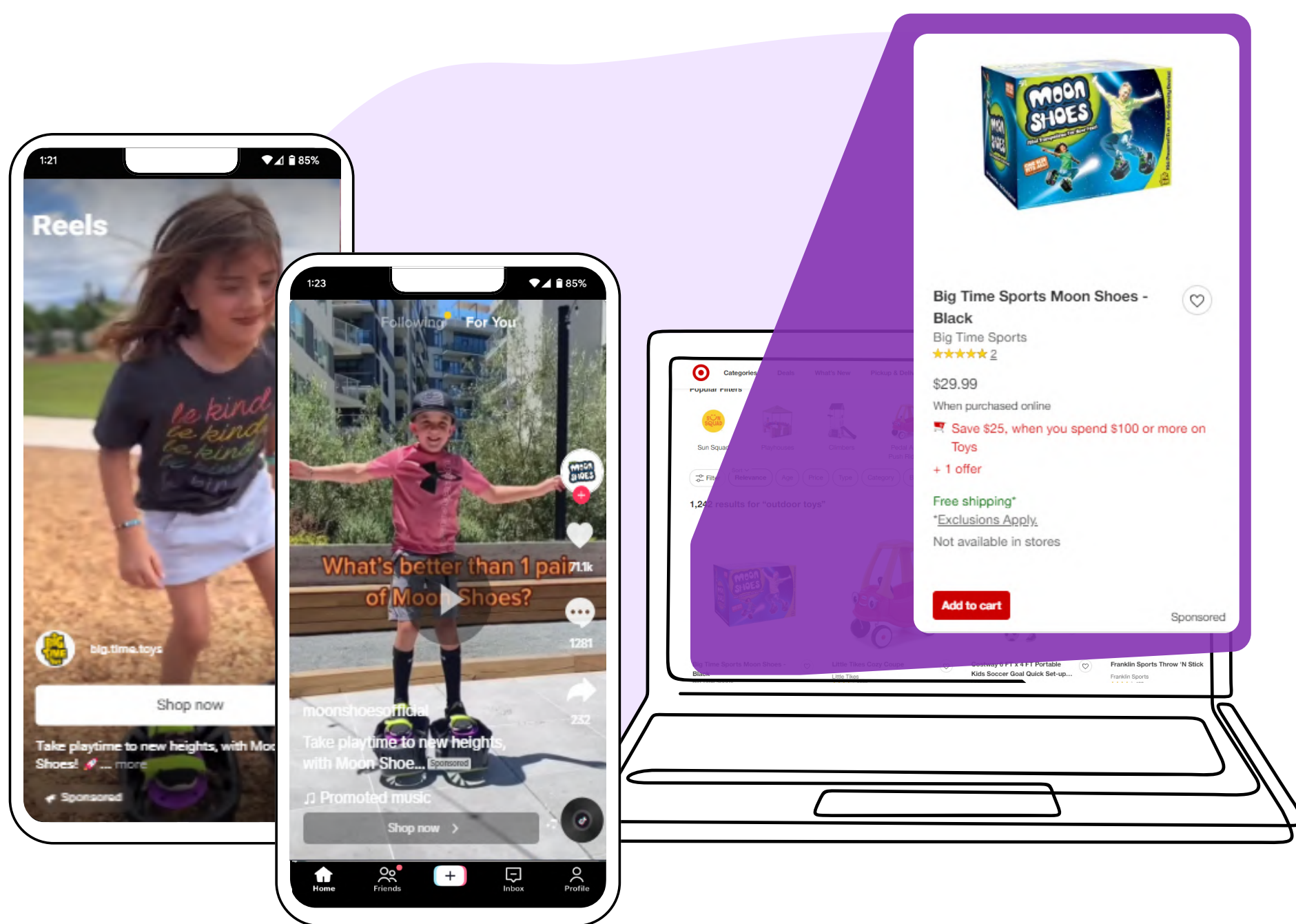
Paid Social campaigns were deployed across Facebook, Instagram, and TikTok in order to reach parents (and to a lesser extent, grandparents/gift buyers) using engaging video content that our team selected from Big Time Toy's content library, given what we knew would get the strongest response & action on these ad platforms. High-performing interest-based audience segments for toy brands were targeted at launch, and audience targeting was developed further as the campaign went on (ex: lookalike audiences). In order to improve relevancy further, we layered in Target retail interests to help reach consumers with a higher likelihood to purchase from Target.com

Sponsored Product Ads (using Criteo Retail Media technology) was the other key component of the media plan, as it offered us the ability to serve ads to shoppers already within the Target.com shopping environment, actively searching for products within the toys category. In addition to using product category targeting via Criteo ad technology, we also uploaded a list of target keywords that we identified as having strong conversion potential. More budget was shifted to this tactic throughout the duration of the campaign as soon as conversion data showed that it was an effective tactic at driving online orders.



The Results

Within a few weeks of launching the campaigns, Moon Shoes was completely sold out on Target.com. Following the strong lift in sales and demand, Target placed additional orders for Moon Shoes, to have them available in time for the holiday shopping season.



Ad Performance Highlights



176,140 Brand Impressions

3,286 Clicks



406,793 Brand Impressions

43,712 Link Clicks

496 Social Engagements



371,359 Brand Impressions

12,275 Link Clicks

8,845 Social Engagements

