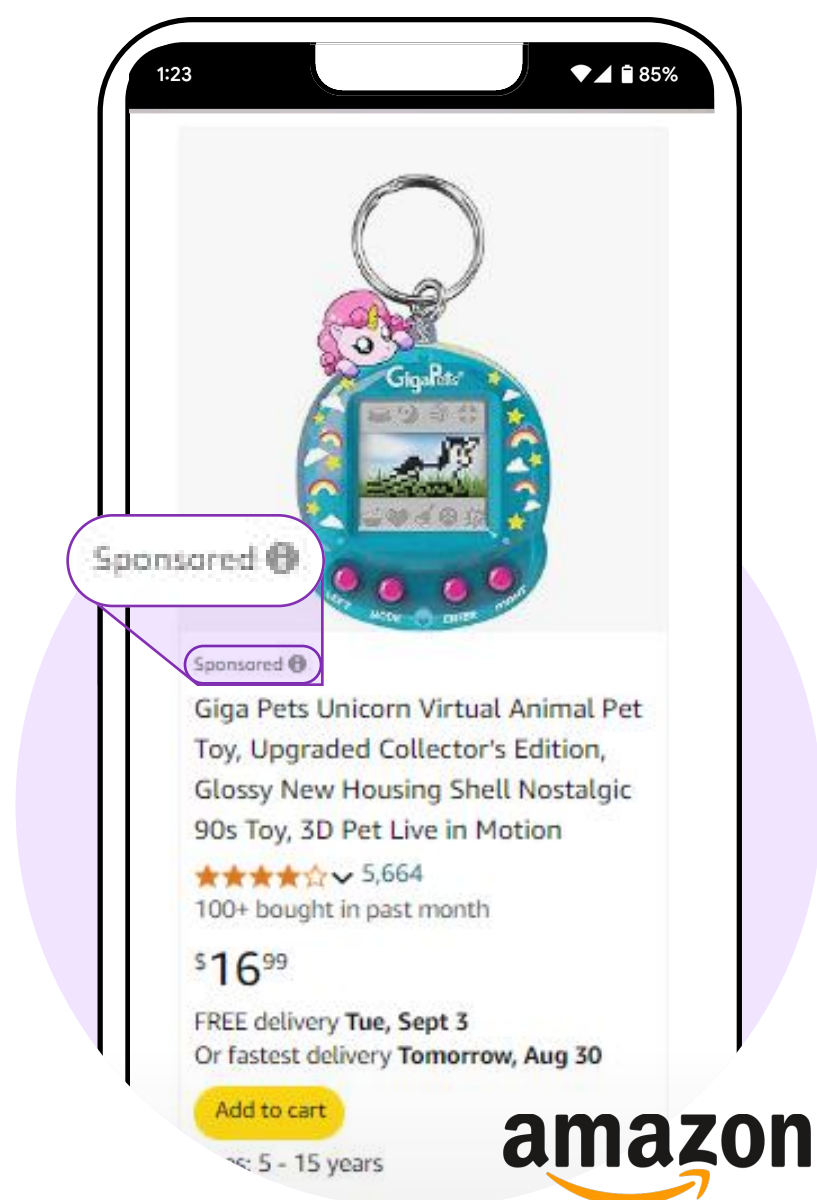


# Reviving 90s Nostalgia: A Case Study on GigaPets' Comeback Through Amazon Advertising



## Services Provided

Amazon Advertising



## The Story



Initially released in 1997 during the virtual pet toy craze, GigaPets was a line of handheld digital pet toys that let kids nurture and raise their virtual pets, all from the palm of their hands.

Top Secret Toys recently relaunched GigaPets with brand new animations and a new design, looking to capitalize on the nostalgia of the brand and bring the toys to a new generation of kids. Red Planet Group (Canadian distributor of GigaPets toys) tasked Canspan BMG with marketing the products on Amazon in order to make it a top seller within the Electronic Pets category.

## Let's Talk

SEND US AN EMAIL

(514) 487-6900 Ext.230



**Jason Mars**

Owner,  
Red Planet Group

"Canspan BMG is our go-to partner for Amazon advertising. They expertly handled our GigaPets campaign, bringing the 90s classic back to life with incredible success"



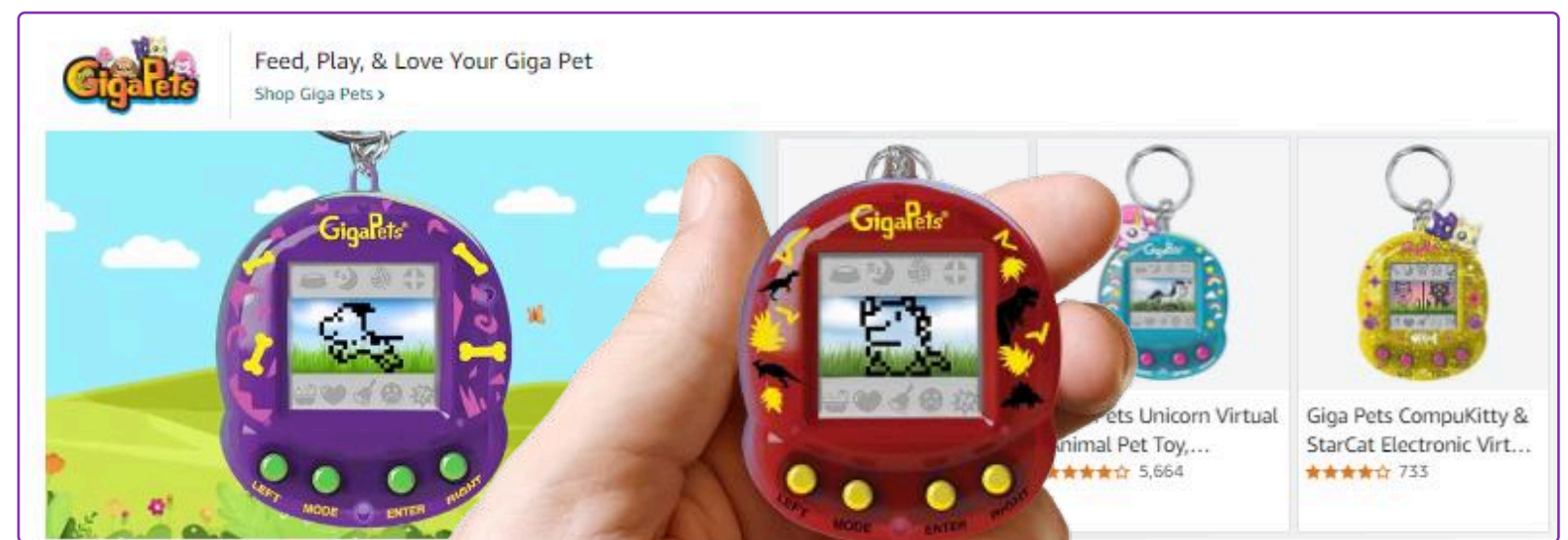
## The Strategy

In order to set up our Amazon Advertising campaigns for success, we built out a comprehensive Amazon Ads campaign structure for GigaPets which involved:

**Brand defense campaigns.** Ensuring top of search placement for GigaPets was key given the number of very direct competitors within the virtual pets space. Bidding on the GigaPets brand name was an effective way of guaranteeing that GigaPets products were the first thing consumers would see when searching for the brand on Amazon.

**Category campaigns.** For consumers who didn't necessarily know the GigaPets brand already, bidding on highly relevant non-branded keywords was the most effective way to convert high-intent shoppers actively looking for related products. For example, we saw success with targeting keywords such as "virtual pets", "90s toys", and "nostalgic toys".

**Competitor campaigns.** Targeting competitor brand names (ex: Tamagotchi, Bitzee) was an effective way of finding high intent shoppers looking for similar brands and who may not have been already aware of the GigaPets brand. GigaPets often had a price advantage over competing brands, making it a more accessible option for many shoppers as proven by the strong conversion rates from our competitor campaigns.



From an ad format perspective, Sponsored Products & Sponsored Brand campaigns (both headline ads and video ads) were the primary ad formats leveraging in the campaigns. While Sponsored Products generally produced the strongest ROAS within our campaign structure, Sponsored Brand campaigns delivered nearly a 5% higher AOV, which can in part be attributed to some of that traffic being directed to the Amazon Store Page we created for GigaPets.

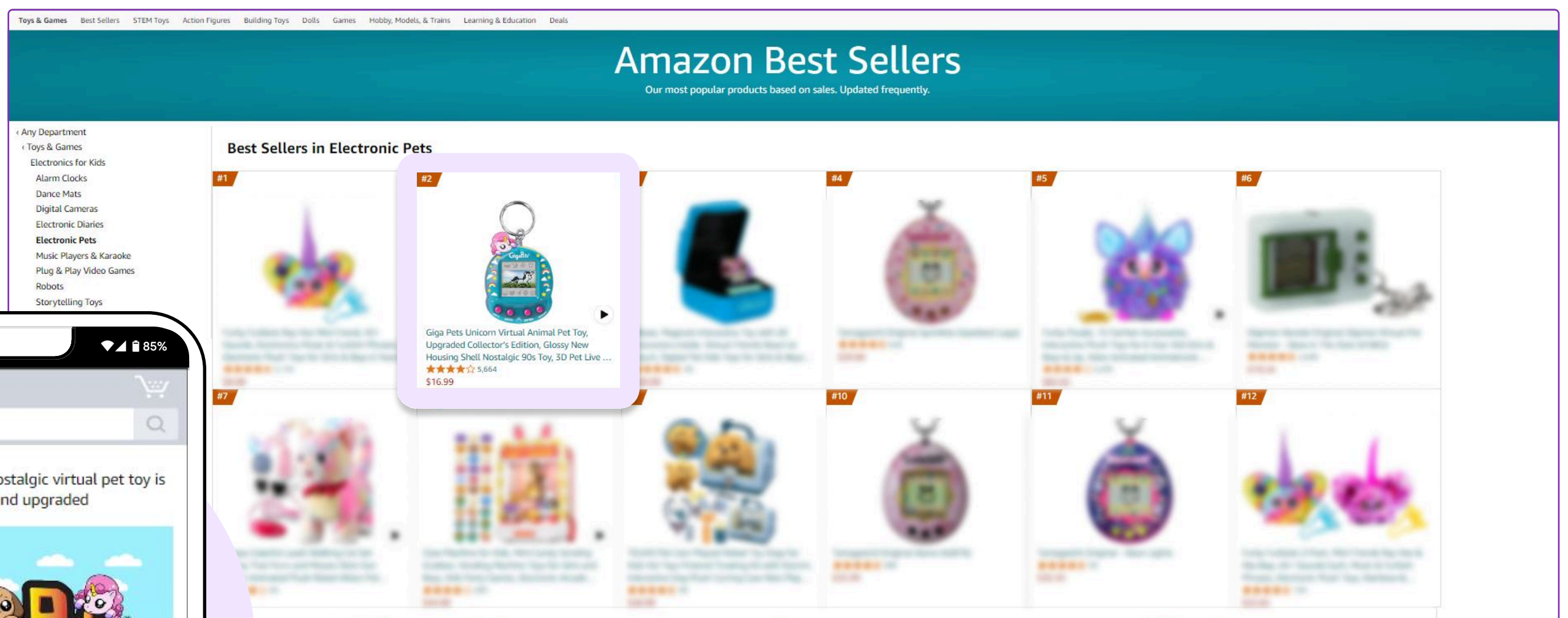
In order to maximize return on ad spend, we applied our agency approach to Amazon Ads campaign optimizations which included tasks like budget management (ex: budget optimization between campaigns, adjusting for seasonality/search volume, etc.), negative keyword management, and leveraging a third party AI technology for enhanced keyword bid management.





## The Results

With the support of our Amazon Advertising efforts, sales of GigaPets grew quickly, becoming a top 3 best selling product within the Amazon Electronic Pets category.



## Performance Highlights

