

# CANSPANBMG

## CASE STUDY



### Services Provided

- Community Management
- Media Planning
- Paid Social and Digital Advertising
- YouTube Advertising
- Amazon Advertising



## THE STORY

Following the hugely successful launch of social and digital marketing support for the Fingerlings brand in 2017, CanspanBMG was awarded the social/digital portfolio for WowWee's newest brand, UNTAMED in 2018. UNTAMED is an extension of the Fingerlings line, but with bigger, badder, and more ferocious creatures targeted to more adventurous kids.

While launching the UNTAMED brand, it was vital to capitalize on the success of the Fingerlings brand name, while tailoring digital strategies accordingly based on the new target market and brand tone. The overall approach used was a combination of higher funnel marketing tactics on social media and lower funnel, conversion-based initiatives such as Amazon Advertising.

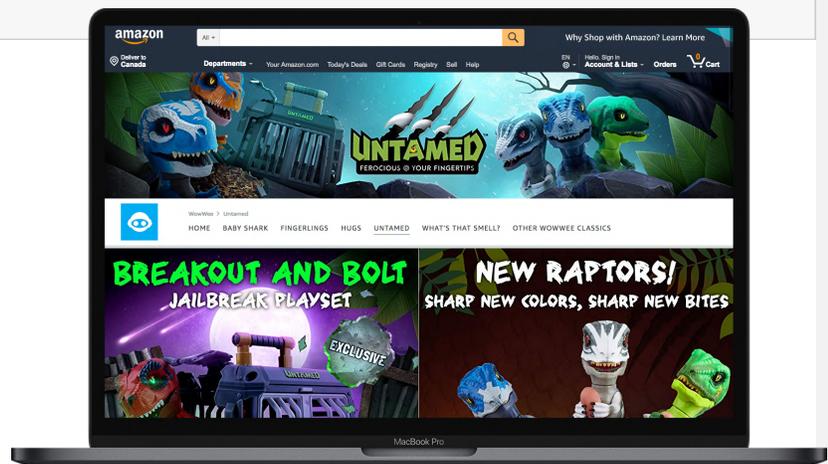
By utilizing the data from previous Fingerlings campaigns, CanspanBMG was able to identify and target potential UNTAMED buyers (through audience analysis, lookalike targeting, etc.). On YouTube, ad targeting strategies shifted to focus on YouTube channels with content geared more towards the new audience. These tactics combined with a very efficient Amazon spend helped result in 100% sell-through of UNTAMED Raptor & T-Rex characters on Amazon in the U.S. by Q4.

CanspanBMG was responsible for original content creation and development, community management, and paid digital advertising for the UNTAMED brand, which quickly rose to the top of all toy lists for 2018.

*“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

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### 2018 Digital Advertising Results



facebook & Instagram



**7 Million+**  
North Americans reached

facebook & Instagram



**300,000+**  
retailer clicks

facebook & Instagram



**3.5 Million+**  
video views

facebook & Instagram



**68,000**  
social engagements

facebook & Instagram



**17 Million+**  
brand impressions

amazon



Over **20:1**  
ROAS

YouTube



**10 Million+**  
video views

YouTube



**70 Million+**  
brand Impressions



### 2018 AWARDS & ACHIEVEMENTS

- Walmart Top Rated by Kids
- Amazon Top 100 Toys
- TTPM Most Wanted Toys
- Parents Magazine Best Toys for Big Kids
- Toy Buzz Buzz Toy