

CANSPANBMG

CASE STUDY

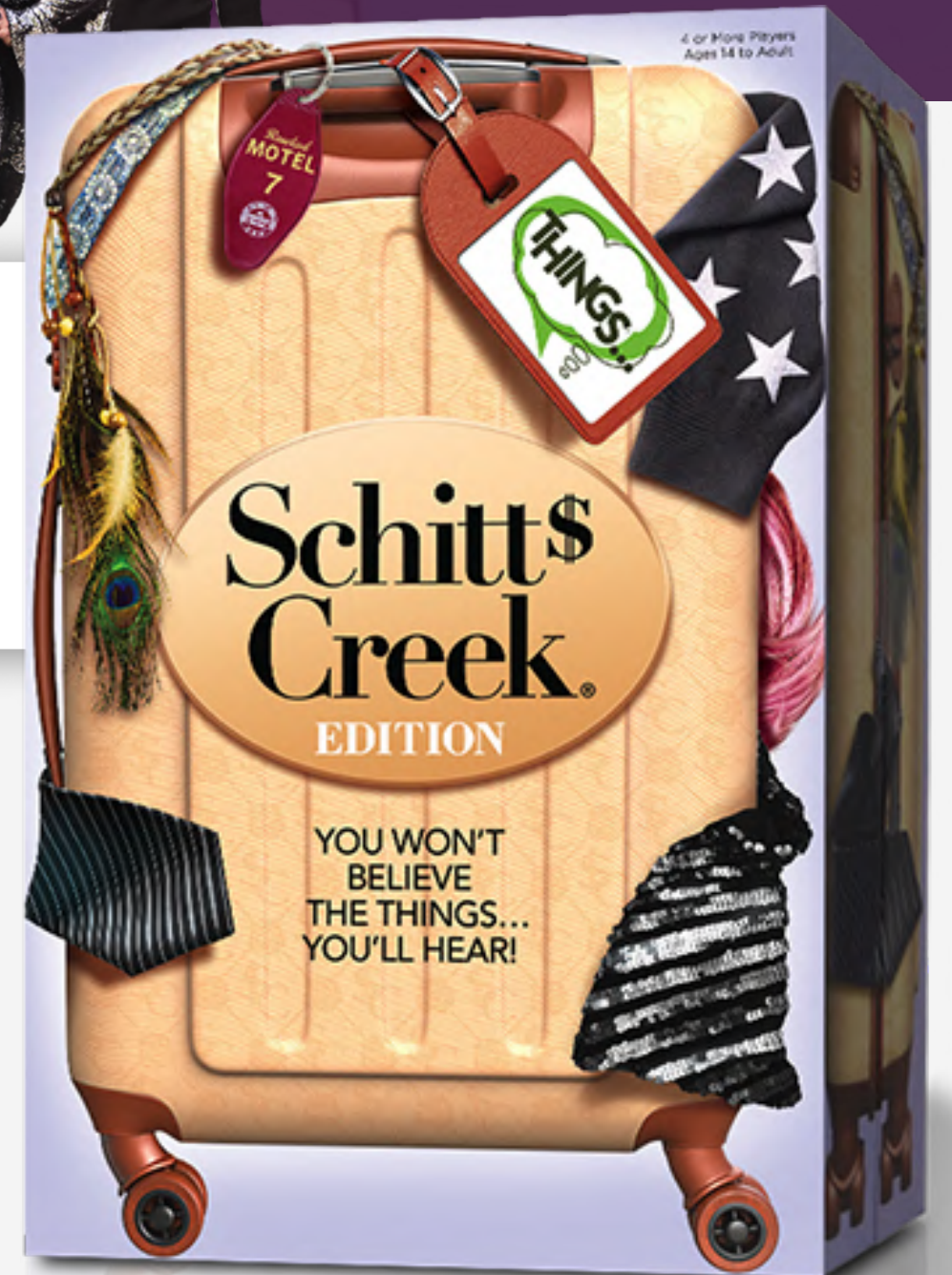


Services Provided

- Meta Facebook Advertising
- TikTok Instagram Advertising
- TikTok Advertising
- TARGET Target.com Advertising



Schitt's Creek.



THE STORY:

PlayMonster partnered with the Emmy award-winning TV Show Schitt's Creek to release a new hit party game: THINGS... Schitt's Creek Edition. Given the massive success of PlayMonster's original THINGS... party game that has sold millions of copies since its initial release, combining the game's appeal with the hilarious Schitt's Creek story & characters was the perfect match. With an exclusive August launch at Target, PlayMonster turned to Canspan BMG to plan and execute a digital/social advertising strategy that would ensure strong-sell through of the game online and on shelves.

THE STRATEGY:

Paid Social campaigns were designed to quickly catch the attention of consumers on social media, generate interest and deliver click-through directly to the product page on Target.com. Given the success our agency has seen in the industry using influencer-created videos in advertising efforts, this was the primary creative strategy employed in our ad spend along with extensive A/B testing of images, videos, and ad copy.

Facebook & Instagram were the key social channels used in our media mix, as they proved to be particularly effective at reaching Schitt's Creek Fans and Party Game shoppers. The ads immediately generated strong social engagement and click through. By leveraging Schitt's Creek significant social media following on Instagram, we were able to scale campaigns effectively among passionate Schitt's Creek Fans. TikTok Advertising was also incorporated into the media mix as a cost-effective platform to reach younger audiences who had an affinity for board game/party game products.

Paid Social efforts were complemented with low funnel Sponsored Products campaigns run on Target.com in order to generate orders of the game. Targeting strategies focused on serving product ads to consumers actively searching for party games, along with consumers searching for Schitt's Creek products in various categories. Ad spend was optimized on an ongoing basis with the primary goal of maximizing campaign ROAS to ensure an efficient ad spend.



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THE RESULTS:



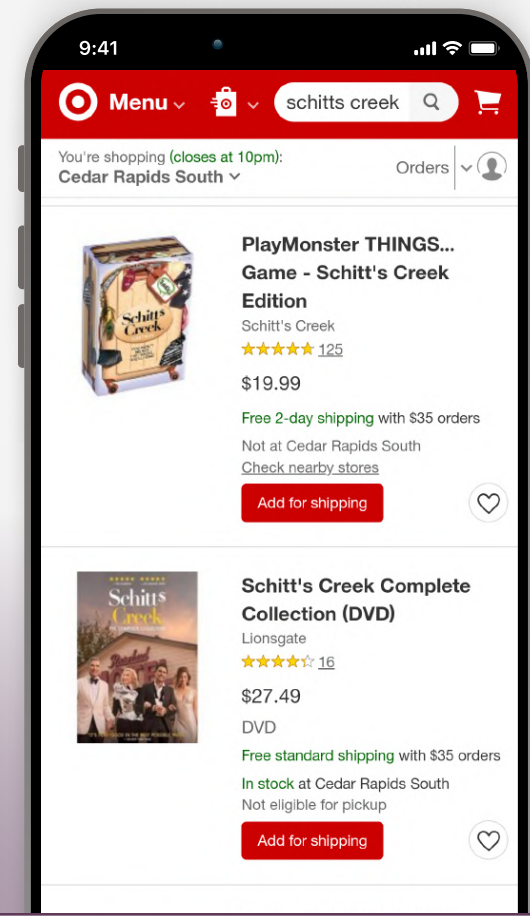
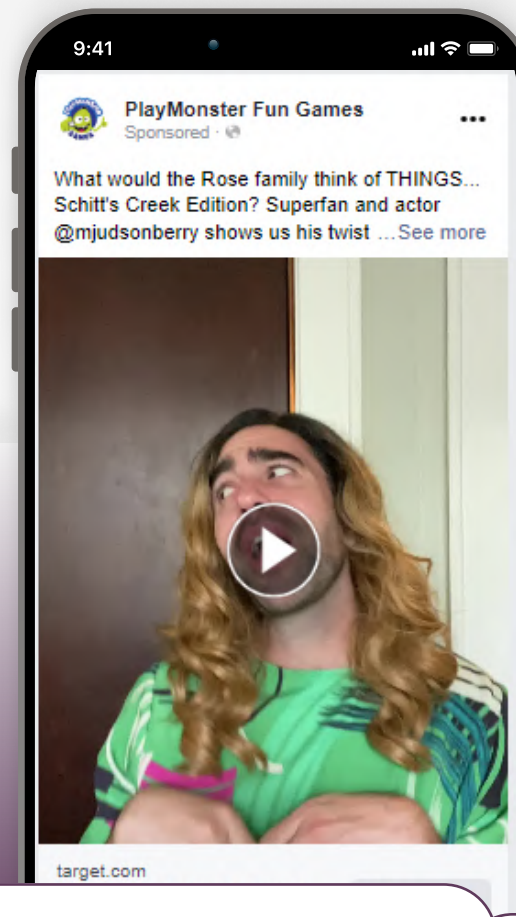
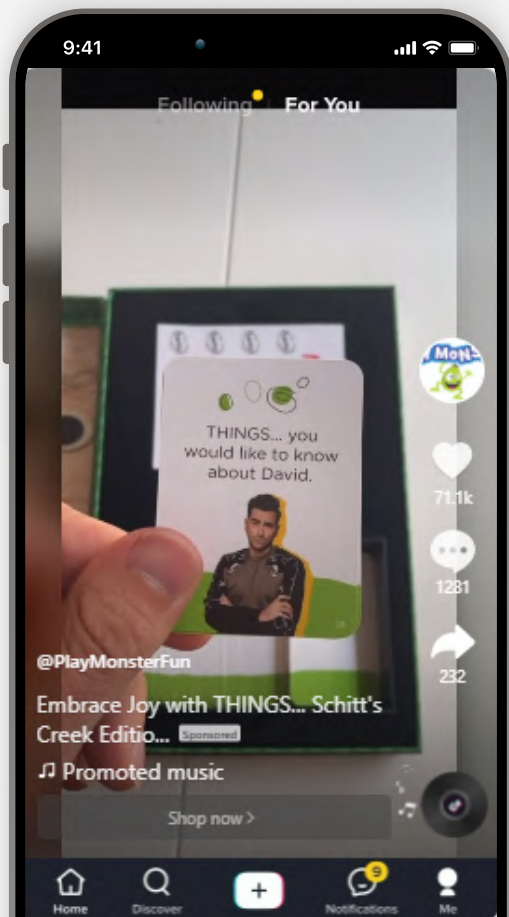
The brand exceeded sell-through goals on Target.com & in Target stores at launch



4.8/5 Stars average rating across Target.com & Walmart.com



Significant sales lifts during peak weeks of advertising activity



TikTok Ads

356,386 Brand Impressions
6,353 Link Clicks
8,317 Social Engagements



Facebook & Instagram Ads

6,644,812 Brand Impressions
1,468,514 Video Views
283,210 Link Clicks
4.26% CTR
34,430 Social Engagements



Target.com Ads

5,397,604 Brand Impressions
5,541 Product Clicks

