

CANSPANBMG

CASE STUDY

Services Provided

- Facebook/Instagram Advertising
- YouTube Advertising
- Amazon Advertising



THE STORY:

Having successfully launched the best-selling video game **PAW Patrol: On a Roll** in 2018, Outright Games was set to release their much anticipated follow up game **PAW Patrol Mighty Pups Save Adventure Bay** in Q4 of 2020. As a leading publisher of family-friendly video games, **Outright Games** turned to **Canspan BMG** to support their launch of their latest PAW Patrol game with advanced digital marketing strategies. A strong launch was especially important given the continuing global pandemic, which had many children spending more time at home playing video games.

THE STRATEGY:

Leverage Canspan BMG's audience targeting expertise to reach both parents and children at the right moment, in the right place, with the right message.

Paid Social campaigns were run across Facebook & Instagram in order to reach parents with children in the target demo, driving traffic to product pages at key retailer partners in order to encourage purchase ahead of the holidays. Video ads & image ads were A/B tested in order to maximize click through & engagement on ads. An advanced targeting strategy was employed to A/B test various audiences (lookalikes, behaviours, demos, interests, etc), with an emphasis on mothers in the 25-44 age range.



Given the huge consumption of PAW Patrol content across YouTube, YouTube Advertising was used to serve the video game trailer at scale. Compliant, contextual targeting methods were used to target PAW Patrol content, in addition to kids gaming related content on high profile YouTube Channels. A combination of In Stream & Discovery Ad formats were used in order to serve ads on video watch pages and search result pages, with a major emphasis on users watching YouTube on their TV Screens and Tablets.

With Amazon being a key retail channel, Amazon Advertising was an important lower funnel element of the media mix to drive sales on Amazon.com. A range of effective ad solutions (Sponsored Products, Sponsored Brand, Video Ads) were leveraged to reach shoppers searching for/browsing related and competing video game products. One of the most successful targeting strategies employed was to directly target a large list of ASINs of popular kids games on PS4, Nintendo Switch, and Xbox One, with continual campaign optimizations being made throughout the campaign to maximize ROAS.



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6.7 Million+ Brand Impressions

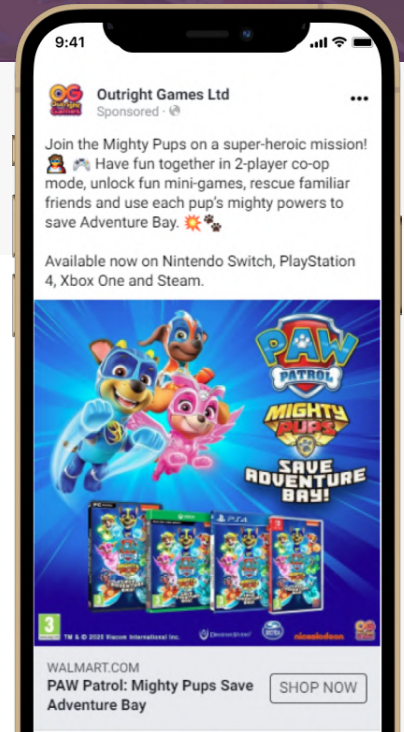


facebook
&
Instagram

1.8 Million+
Brand Impressions

5,000+
Social Engagements

27,000+
Clicks to Retailers

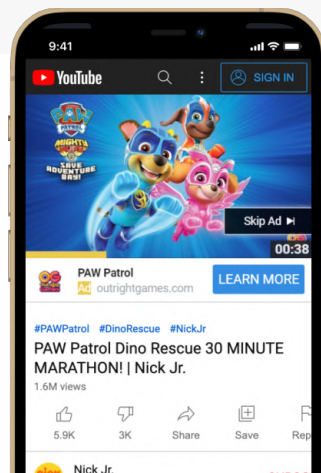


YouTube

3.5 Million+
Brand Impressions

45%
In Stream View Rate

111%
Of View Objective Reached

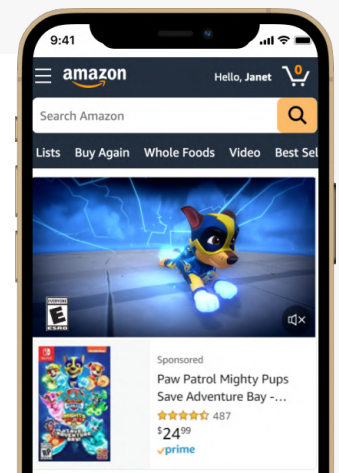


amazon

1.4 Million+
Brand Impressions

11,000+
Ad Clicks

974%
ROAS



“ We were thrilled with Canspan's ability to effectively reach our target market across different platforms and surpass all campaign KPI goals. ”

COURTNEY BETH LIPSHAM
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