

CANSPANBMG

CASE STUDY

Services Provided

- Influencer Marketing
- Public Relations

THE STORY:

YuMe Toys creates toys and collectibles that empower play. From scrumptious, soft plush to interactive electronics and innovative unboxing toys that carefully craft high-quality designs that stand out from the crowd.

During the summer of 2020, **YuMe** launched a new line of collectibles, the **YuMe Harry Potter Magical Capsules** based on **JK Rowling's Wizarding World/Harry Potter & Fantastic Beasts** franchise. This new collectible offered a brand-new way to unbox and collect the enchanting creatures and wizards of the Wizarding World. Designed as a bronze Hogwarts' crest with an iconic character from the Harry Potter series and inside each there seven surprise items including an iconic character from the series. The hidden are revealed through an unboxing journey of using various mechanisms to unlock each.



THE CHALLENGE:

YuMe tasked Canspan BMG with building brand awareness through media relations and influencer marketing for The **YuMe Harry Potter Magical Capsules** leading into the product pre-sale launch at Walmart. As well as providing continued support for launches at other retailers later in the summer.

THE STRATEGY:

In efforts to increase brand awareness, Canspan utilized our extensive media and influencers database to tap into three specific audiences; Harry Potter fans, geek collectors, and children aged 8 to 12 years old. In order to reach these consumers, Canspan tapped into Harry Potter specific influencers, geek-culture and lifestyle influencers, and toy unboxers.

To ensure maximum exposure for the line, the focus of the campaign was on partnering with TikTokkers on an unpaid basis in order to ensure authenticity and allow for budget to be directed to other marketing tactics. Although the emphasis was on working with TikTokkers, Canspan did include Instagrammers and YouTubers in the campaign and selected influencers that would effectively be cross-posting to various social platforms.

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

DARRYL LAI
Vice President

CANSPANBMG

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PR HIGHLIGHTS:

The **YuMe Harry Potter Magical Capsules** launch campaign was extremely successful with over **234 pieces of coverage** from over 85 media outlets and influencers accounting for a **reach of over 55 million** and contributed to increased sales at retail. Response from both the media and influencer communities was overall positive, with influencer response being very strong with **over 75 influencers requesting samples** leading to over **215 individual influencer posts** across multiple channels over an 8 week period.

KEY TAKEAWAYS:

Lifestyle influencers with a geek culture interest yielded the best reach, engagement and views.

TikTok was our best performing platform accounting for **over 60% of the campaign's reach** and had the **highest view rate (47%)** and **engagement rate (20%)**.

The highest number of individual posts comes from **Instagram**, accounting for **over 55% of the individual hits**.

KEY METRICS:

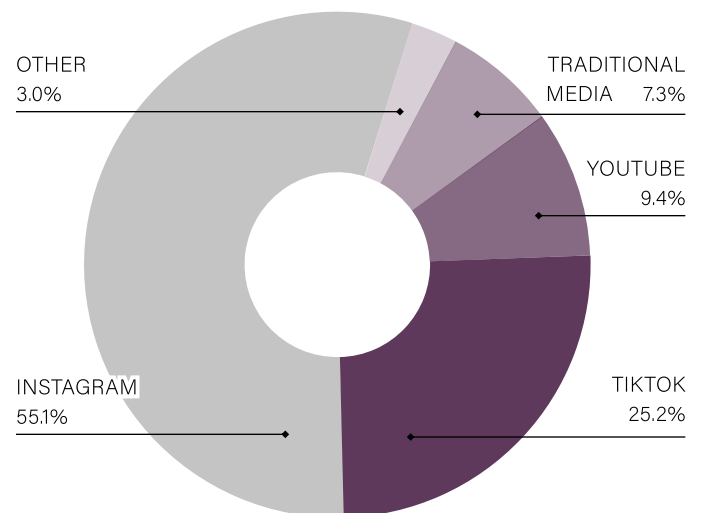
Media

Overall Impressions: **55,692,501**
Overall Number of Hits: **234**

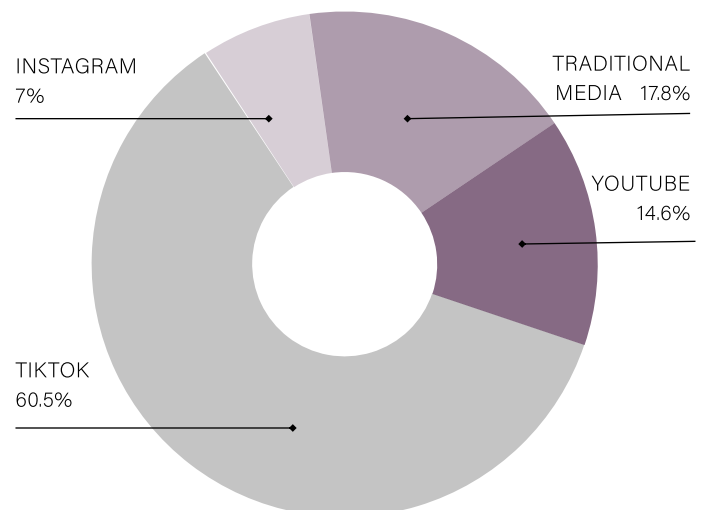
Influencers

Overall Impressions: **45,783,527**
Number of Posts: **217**

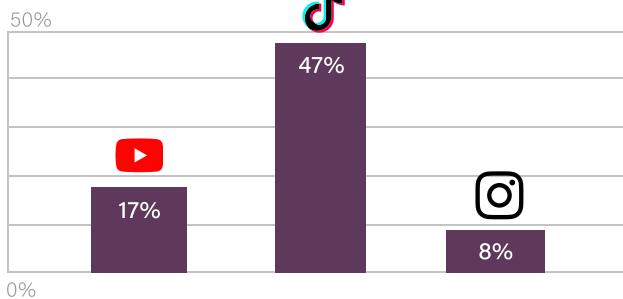
Number of Stories by Media Type



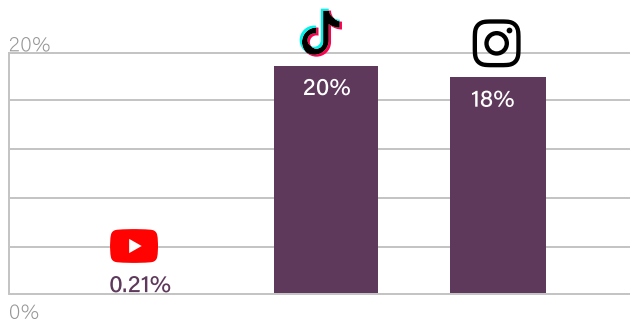
Reach by Media Type



View Rate



Engagement Rate



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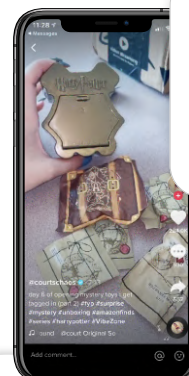
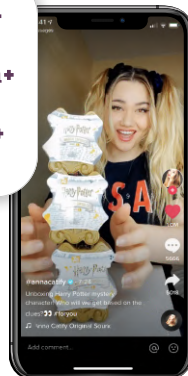
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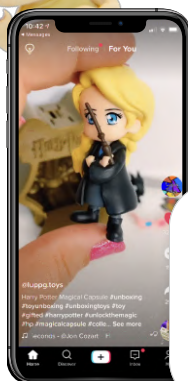
KEY INFLUENCER PICKUPS:



7 Million+
Followers
10 Million+
Views
1 Million +
Engagements



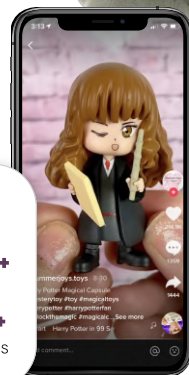
3.1 Million+
Followers
1.1 Million+
Views
225,000+
Engagements



297,800+
Followers
1.4 Million+
Views
327,000+
Engagements



55,300+
Followers
898,000+
Views
217,700 +
Engagements



Instagram



9,880+
Followers
90,625+
Views



55,100+
Followers
81,350+
Views