

# CANSPANBMG

## CASE STUDY

### Services Provided

- Public Relations
- Influencer Marketing
- Advertising



Facebook/Instagram  
YouTube  
Google SEM  
Amazon  
Walmart  
Connected TV

facebook.

Instagram

amazon

YouTube

## THE STORY:

Inspired by the countless viral videos on YouTube of cats getting freaked out by cucumbers, Cepia came up with Cats Vs Pickles, a line of plushie collectibles based off the idea that "Cats are scared of pickles, but pickles just want love!". Having developed a wide range of **hilarious episodic video content**, along with a free companion app on **iOS & Android**, Cepia turned to Canspan BMG to help them achieve their lofty goal of becoming a household name among toy & cat lovers.

## THE STRATEGY:

The main objective for media and influencer relations with Cats vs Pickles was building brand awareness and consumer excitement for the new line of collectibles by establishing partnerships with key influencers and media spokespeople in order to supplement brand building, familiarity and "the chase" for collectibility. Supplementally, participating in primary industry events to identify and establish these relationships allowed Canspan to position Cats vs Pickles as the new must-have trend item.

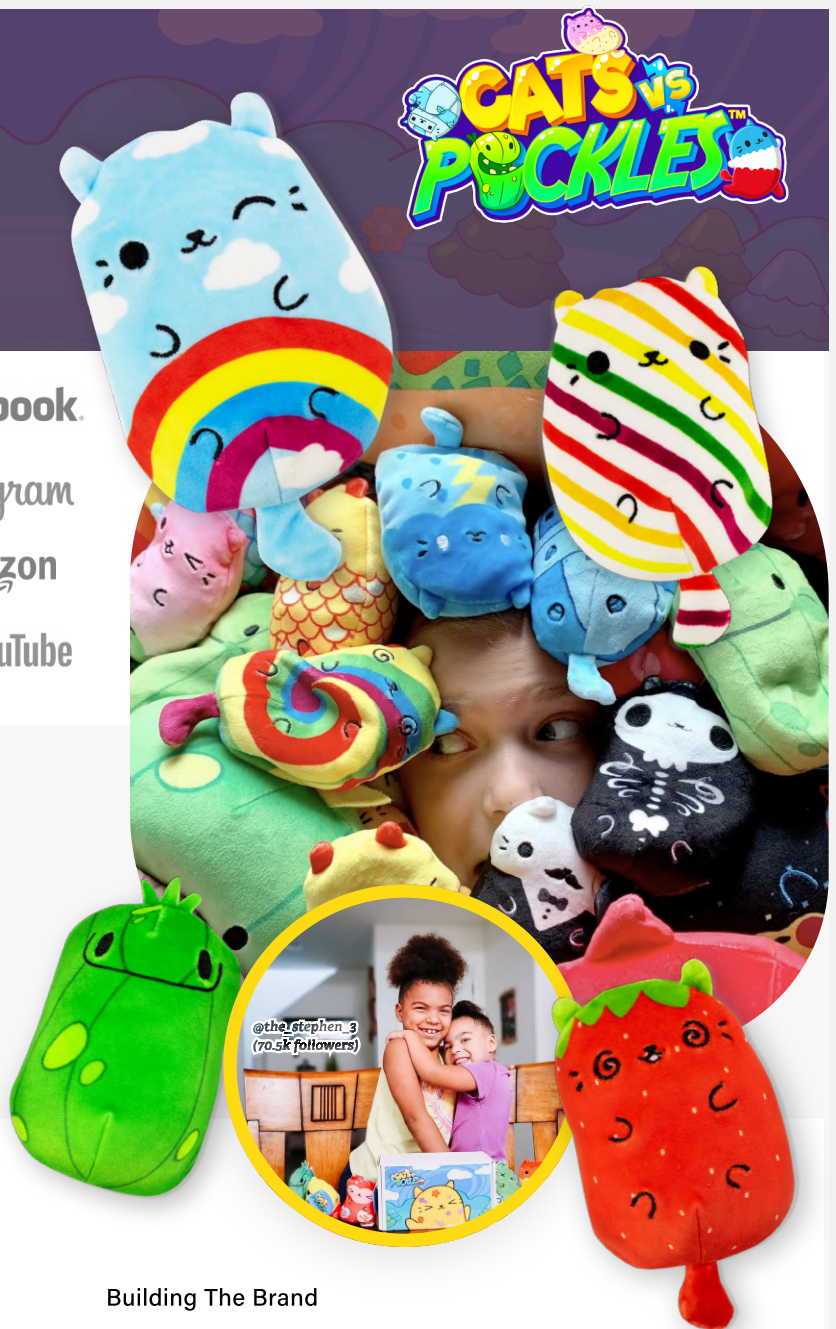
Cats vs Pickles made its debut, with Canspan's support at New York Toy Fair 2020 with much media excitement. Subsequent media and influencer outreach campaigns drove buzz and brand awareness around this new line. Targeted influencer campaigns around key buying periods and holiday purchasing turned Cats vs Pickles into one of the hottest collectible crazes of 2020 and saw the line grow from one SKU into a full-blown and recognizable toy brand into 2021.

### Building The Brand

In Q2 & Q3, a major focus of social/digital advertising initiatives was to support the launch of key social media platforms (YouTube, Facebook, Instagram) and to reach kids and parents at scale to build brand awareness.

YouTube Advertising (primarily TrueView campaigns) was a very important part of the media mix, used to amplify Cats Vs Pickles episodes that were released weekly on YouTube. A wide range of advanced targeting solutions were leveraged in order to serve ads to users watching primarily toy/plush related content, as well as on popular cartoon channels.

Meanwhile, Facebook & Instagram Advertising was used to build large, passionate communities of both parents & cat lovers who couldn't wait for the release of Cats Vs Pickles later in the year.



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### DRIVING RETAIL SALES:

In Q4, objectives shifted from brand building to driving sales for key retail programs (primarily Walmart & Amazon). While social advertising channels such as YouTube & Facebook remained important in the media mix, creative was adjusted to promote product-centric ads (ex: Brand commercial), calling out retail partners and using strategic campaign geo-targeting.

In addition to social channels, lower funnel retailer advertising activations on Amazon and Walmart were also launched in order to target shoppers searching for related products. For example, Sponsored Products were run via Amazon Advertising using keyword & product targeting methods, and were continuously optimized on a daily basis in order to maximize ROAS.



**Walmart**

Surpassed Walmart Sell-Through goal in December

**amazon**

Top 10 Selling Product on Amazon (Plush Figure category)

**the TOY INSIDER**

Made Toy Insider Top Holiday Toys List

### THE RESULTS:

Over **300** pieces of influencer content, accounting for over **30,000,000** impressions.

**374** individual media hits leading to almost **200 million** media impressions.

@lexiahayden  
(226k followers)



@jostasy  
(180k followers)



@demi\_larissa\_  
(177k followers)



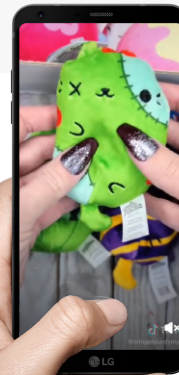
@henley.alex  
(74.5k followers)



@tiktoksupers  
(1.5M followers)



@letsgetpurdymaybe  
(893.8k followers)



@dreamteamtoyadventures  
(800k followers)



@minimaniatoys  
(200k followers)



Instagram

**5,863,528**

Brand Impressions

TikTok

**14.1 M** organic views in 2 months





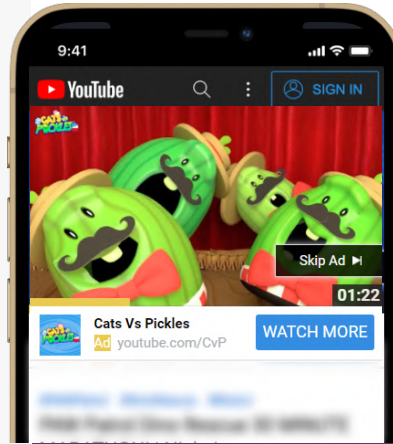
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facebook  
&  
Instagram

**68 Million+**  
Brand Impressions  
**385,000+**  
Social Engagements  
**126,000+**  
Followers



YouTube

**22,000+**  
Channel Subscribers  
**136.5 Million +**  
Video Views  
**2 Million +**  
Hours Watch Time

**165 million** impressions via traditional media

yahoo!  
finance

Hottest Toys for 2020  
Holiday Season

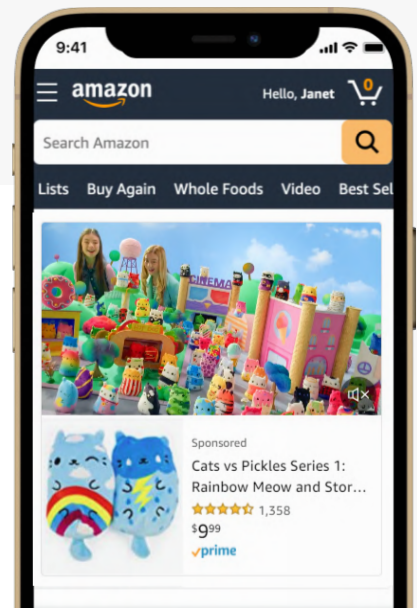
**75,000,000**  
Impressions



amazon

**175,000+**  
Ad Clicks

**512%**  
ROAS  
(December 2020)



NEWS

*Featured on ABC World News:*

Toy Fair 2020

**40,400,000** Impressions

Parents Hottest Holiday Toys

**9,400,000** Impressions



“ Everything starts with a great product, but having a great agency partnership can be the real difference-maker in the launch of a brand. Jamie and the terrific team at Canspan BMG have been engaged, responsive, and excellent stewards for our brands. Their understanding and expertise in our industry, as well as the evolving media landscape, are excellent! ”

**LAURA FRERICHs**  
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