

CANSPANBMG

CASE STUDY

WILDER

GAMES

Services Provided

• Amazon Advertising



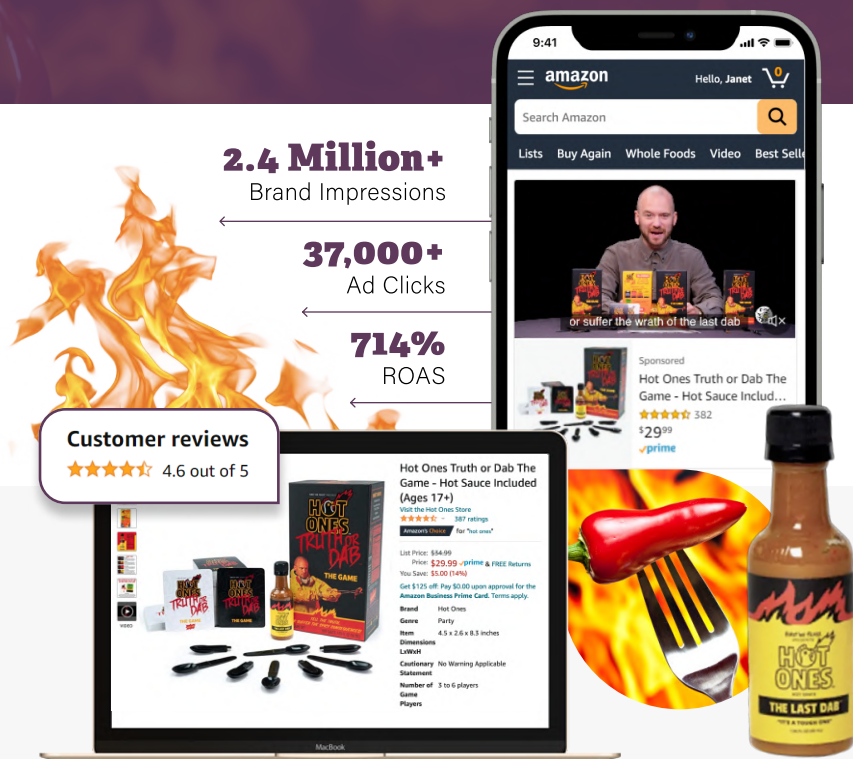
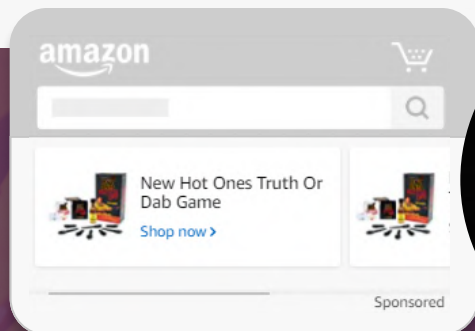
THE STORY

Inspired by the extremely popular **First We Feast** YouTube Series, **Hot Ones Truth Or Dab The Game** (licensed and manufactured by Wilder Games) was released in August 2020. Featuring 250 hilariously awkward question cards, players must tell the truth or suffer the spicy consequences. Having worked with Canspan BMG to market other games of theirs such as **Bad Aim** and **Impractical Jokers The Game**, Wilder Games leaned on Canspan BMG's Amazon Advertising expertise to ensure strong sell-through on Amazon.com.

THE STRATEGY

Three primary targeting approaches were employed as part of the Amazon Advertising strategy:

- 1 Capitalize on the popularity of the Hot Ones brand by targeting users searching for Hot Ones related products (primarily Hot Sauces featured on the show).
- 2 Target users searching for general hot sauces on Amazon, as it was found that these users converted at very strong rates after clicking on ads for the game.
- 3 ASIN targeting was also used to target users searching for some of the most popular party games on Amazon.



From an ad format perspective, a number of different Amazon ad units were used in order to generate sales. While Sponsored Product ads generated the majority of clicks & sales, Sponsored Brand campaigns were also an important part of the advertising mix. For example, a Sponsored Brand with Video Ad featuring Sean Evans (host of Hot Ones) was served on the Amazon search results page on relevant search queries.

Campaign optimizations were conducted throughout the entire duration of the campaign, in order to maximize the revenue generated from the Amazon Ad spend. For example, keyword bid adjustments were frequently made based on the keywords generating the lowest ACoS. Furthermore, budget pacing was optimized in order to ramp up ad spend during peak buying periods (ex: lead up to Holiday) when conversion rates were highest.

