

CANSPANBMG

CASE STUDY



Services Provided

- Google Search & Shopping Advertising
- YouTube Advertising
- Facebook and Instagram Advertising
- Twitter Advertising
- Reddit Advertising
- Media Relations
- Organic and Paid Social Media Strategy
- Community Management

Google YouTube

Instagram facebook

Twitter Ads reddit

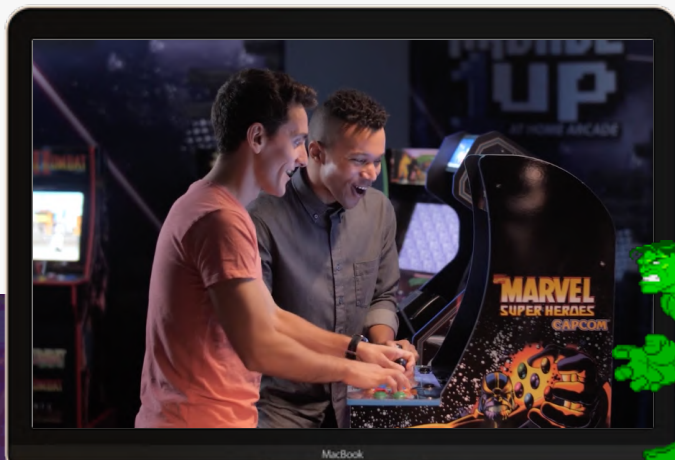
THE STORY

As **Arcade1Up's** digital, PR and production agency, **CanspanBMG** helped open up a strong new direct-to-consumer revenue channel in 2019. In addition to driving overall brand awareness, retail and e-commerce sales for **Arcade1Up's** entire line of retro home arcade cabinets, we were challenged to develop a PR and advertising campaign for the launch and pre-sale of a new licensed game: **Marvel Superheroes (Special Edition)** arcade cabinet.

Before the game was available at retail, a special edition version was made available for pre-order exclusively on the **Arcade1Up** web site. The product was sold for full price (USD \$399), and required immediate full payment, but would not ship for 60-90 days. Despite these obstacles, **CanspanBMG** organized a sophisticated and perfectly integrated social, PR and digital program that resulted in sales figures far above projections.

Initiatives such as **Google Search and Shopping** campaigns were used to convert high-intent customers as they were searching for related products. General brand awareness for the new cabinet was driven by higher-funnel initiatives such as **YouTube** campaigns and media relations targeted at the core audience of retro gamers and **Marvel** fans.

Media Relations efforts were focused on the strategic rollout of information to key media partners and timing announcements to drive the most consumers to the e-commerce site. All digital campaigns were optimized on a continual basis to maximize e-commerce sales and ROAS, with a number of split tests deployed to improve overall performance.



The integrated pre-sale launch strategy led to a massive amount of press attention, and achieved high-margin sell-through on **arcade1up.com**. Key performance metrics well exceeded industry averages, eclipsing all expectations for a **Marvel Superheroes** cabinet pre-order program. (See performance numbers on next page.)

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Key Results

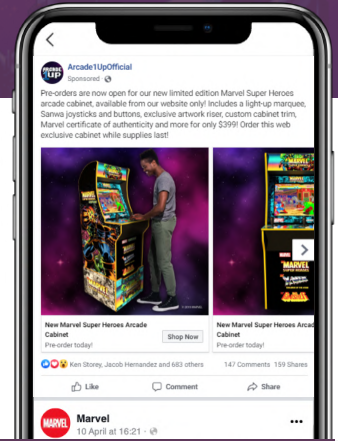
OVERALL



2000%
Return On Ad
Spend (ROAS)

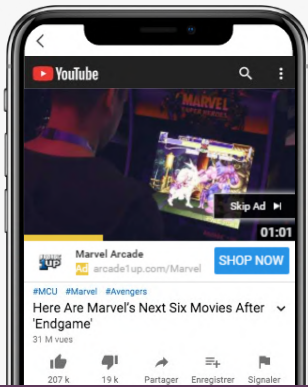
facebook & Instagram

700% ROAS
75,000+ Landing Page Clicks
2 Million+ Impressions
24,000+ Social Engagements



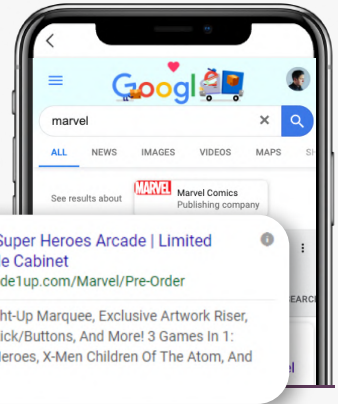
YouTube

200,000+
video views
49%
view rate



Google Ads

4000% ROAS
19% CTR
2 Minutes
Average time on site



MEDIA RELATIONS



550,000,000+
media impressions
45+
individual media hits

“I just wanted to say thank you! Your team has done an amazing job from the creative, to PR, to the digital marketing, etc. Canspan BMG is a true pleasure to work with and I look forward to continuing our relationship.”

SCOTT BACHRACH
President & CEO, Tastemakers LLC