

A Comprehensive Approach to Launching Wicked Vision Outdoor Toys in North America



Services Provided

- Influencer Marketing
- Traditional Media Relations
- Facebook/Instagram Advertising
- YouTube Advertising

The Story

Wicked Vision, a UK based company specializing in outdoor toys, tasked Canspan BMG with leading marketing efforts for their North American launch at Walmart for key items including the Mega Bounce XL. Canspan implemented an integrated approach including paid social media advertising, traditional media relations, and influencer marketing to drive sales.

The digital campaign focused mainly on promoting video content across YouTube, Facebook, and Instagram in order to generate widespread brand awareness, utilizing a variety of targeting tactics to reach parents, including detailed demographics, in-market audiences, topics, similar audiences, and placement targeting. Media relations efforts focused mainly on broadcast segments for summer toys and took advantage of both earned and paid opportunities to drive overall awareness of the products. Influencer seeding focused entirely on unpaid opportunities working with YouTube unboxers from micro-influencers to mega-influencers. The influencers outreach focused on channels with a keen interest in outdoor play and as well as general toy unboxings.



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Campaign Results

Canspan's digital efforts exceeded the expectations that were set when launching campaigns with CPVs below industry averages which allowed for a higher than anticipated view count and reach. More specifically, view rates from YouTube Pre-Roll campaigns were notably higher than toy industry averages, demonstrating the effectiveness of targeting tactics used.



P.R. Results

Public relations and influencer marketing also exceeded expectations with over 70 individual stories and over 45 million impressions. The most notable pick-up on a Wicked Vision product was the inclusion of the Mega Bounce XL in Live! with Kelly and Ryan in their summer toys segment.



Family Fun Pack
10.1M+ subscribers

Happyfamily1004
1.09M+ Subscribers

HeyThatsMike
319K+ subscribers



6.5 million+
Impressions

14,000+
Clicks to Landing Page

12,000+
Social Engagements



12 Million+
Impressions

2.8 Million
Video Views

50%
In-Stream View Rate

26,000+ clicks



74
Individual Stories

45 Million+
Impressions