

# The Influencer Marketing Effect: How Epoch Increased CTRs by 133%



## Services Provided

- Digital Media Strategy & Execution
  - YouTube Ads
  - Meta Ads
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  - Connected TV Ads
- Influencer Marketing



## Let's Talk

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## The Story

Epoch Everlasting Play has been a key player in the toy industry for decades, perhaps best known for launching Calico Critters, their award-winning line of dollhouses and animal figures/accessories. Beyond Calico Critters, Epoch has continued to innovate across categories within the toy space, having also released the popular Kids Craft brand Aquabeads, and Super Mario licensed family-friendly games.

Epoch Everlasting Play is a subsidiary of Epoch Co. Ltd., a global toy company based in Japan.

For years, Epoch has trusted Canspan BMG's toy industry expertise to effectively manage their paid media advertising efforts within North America during key buying periods, such as Q4 & Easter.

*"Canspan has been our trusted agency for digital initiatives for almost three years, providing expert guidance and execution for marketing in the children's toy and games industry. Most importantly, they keep abreast of new platforms and ad formats to keep our business relevant for our audience and are flexible with changing priorities."*



**Alyssa Masterson**

VP Marketing  
Epoch Everlasting Play



Given our experience with the types of creative that performs best across various ad platforms, in their most recent Easter campaign Epoch tasked us with an additional mandate of Influencer Marketing.

The goal was to drive incremental awareness on social media via influencers, and to help make their advertising dollars more effective with stronger performing creative.

## The Strategy

By using influencer tools and our agency influencer network, our influencer marketing efforts began with strategically identifying toy influencers who align with Epoch's brand's values and target audiences across Calico Critters, Aquabeads, and Super Mario products. Priority SKUs were carefully selected to be incorporated into the campaign to align with retail priorities. Comprehensive influencer briefs were then developed to ensure that our creator partners had enough information to deliver high quality content that was on message for the brand. Furthermore, the briefs were carefully crafted with our Paid Social efforts in mind, as we wanted to ensure that the influencers' content would not only be appealing to their existing audiences, but that it could be seamlessly re-purposed into our Paid Social campaigns to help drive retail sales.

Simultaneously, Paid Social campaigns were being set up across various platforms to support Easter sales at key retail partners. Meta (Facebook & Instagram) was a key

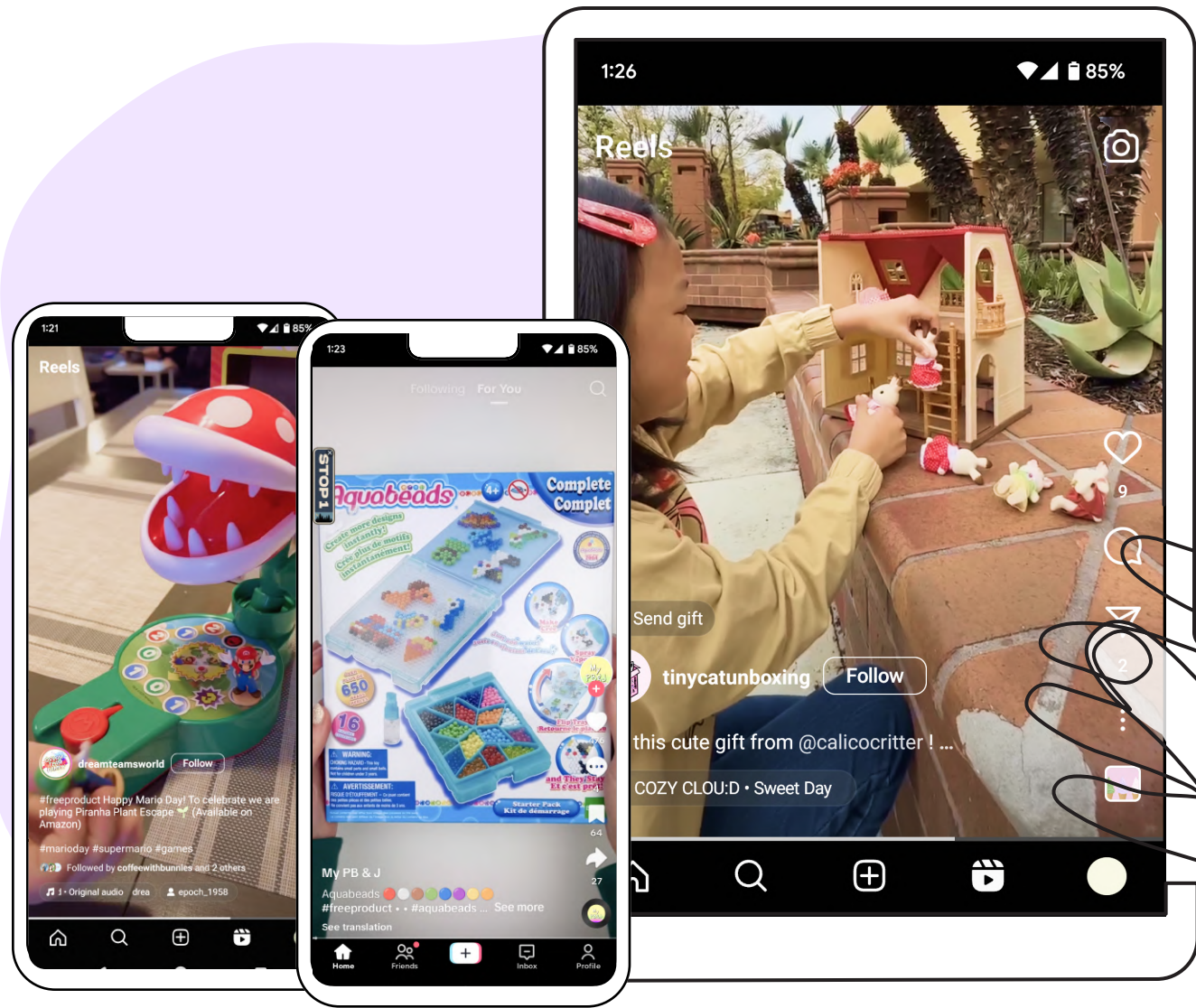


parent-focused platform within the media mix where we called out retailer availability in all ads, and drove traffic to product pages on retailer websites. Once influencers started posting about Calico Critters, Aquabeads, and Super Mario, we then began to incorporate the video content into our Paid Social ad campaigns on Meta. The videos were A/B tested against the existing creative such as static images & TV spots.



### The Results

The Earned Influencer campaign was successful in generating dozens of engaging social posts which drove strong reach & engagement among the Influencers' following across Instagram, TikTok, and other platforms. By leveraging the influencer video content in our Paid Social campaigns we were also able to obtain a significant lift in performance across all key metrics, helping Epoch's ad dollars go much further compared to previous campaigns.



### Performance Highlights



(improvements compared to past paid social campaigns for Epoch)

- +133% in CTRs
- +61% in Shares
- 69% in CPCs
- 25% in CPMs

### Influencer Highlights

62 Influencer Hits  
3.3 Million+ Brand Impressions

Impressions  
by platform

