

Plush Power: How We Supercharged Sales of Bonkers Toys' Aphmau Collectible Plush at Retail & Amazon



Services Provided

Digital media strategy & execution

- YouTube Ads
- Connected TV Ads
- Google SEM Ads
- Meta Ads
- TikTok Ads
- Retail Media (Amazon Ads, Target Ads)

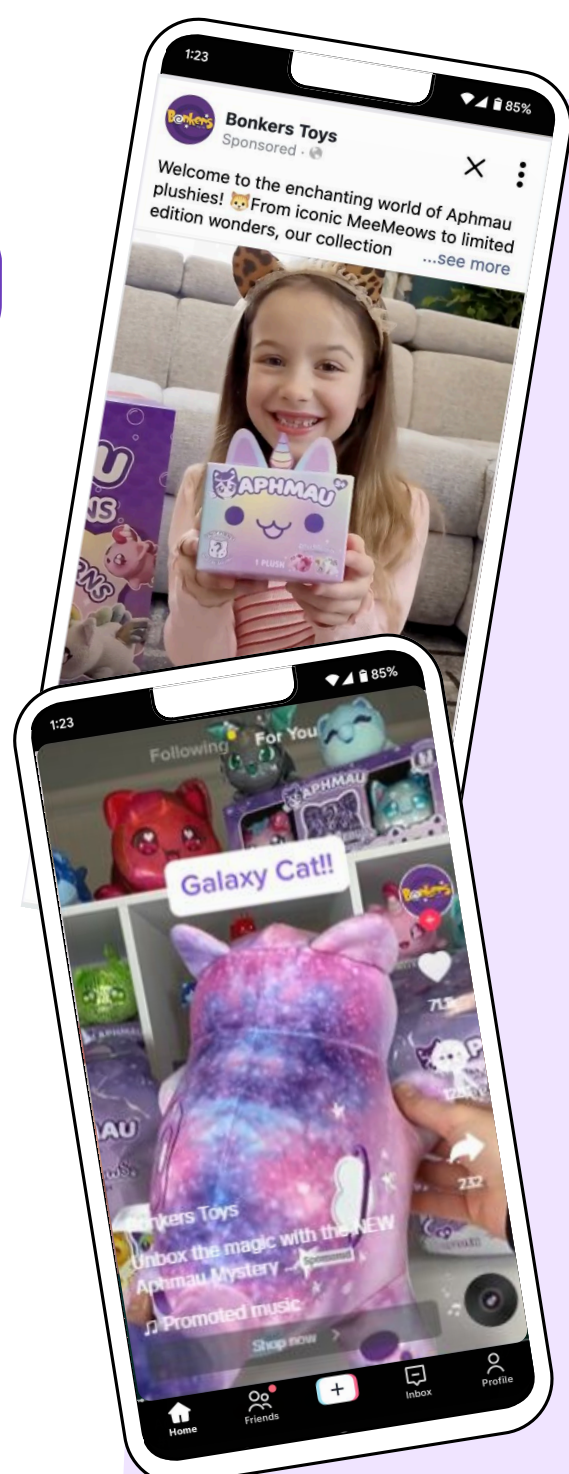
The Story

In recent years, Bonkers Toys has established themselves as one of the fastest growing toy companies, having successfully launched massive toy lines for YouTube-focused licenses such as Aphmau, a YouTube creator with 21 Million+ subscribers known for her Minecraft related gaming content. In year two of selling their Aphmau products in the North American market, Bonkers Toys hired Canspan BMG to take their advertising to the next level, and ensure a successful launch of their latest line of Aphmau collectible plush in the lead up to Easter.



Let's Talk

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"Canspan's deep expertise in the toy industry, combined with their technical proficiency in paid media, made them the perfect partner for this campaign. Their strategic approach efficiently drove awareness at scale while delivering strong incremental sales with an impressive ROAS. We couldn't be happier with the results and look forward to a long-term partnership."



Dan Meyer
Head of Brands,
Bonkers Toys

The Strategy

YouTube

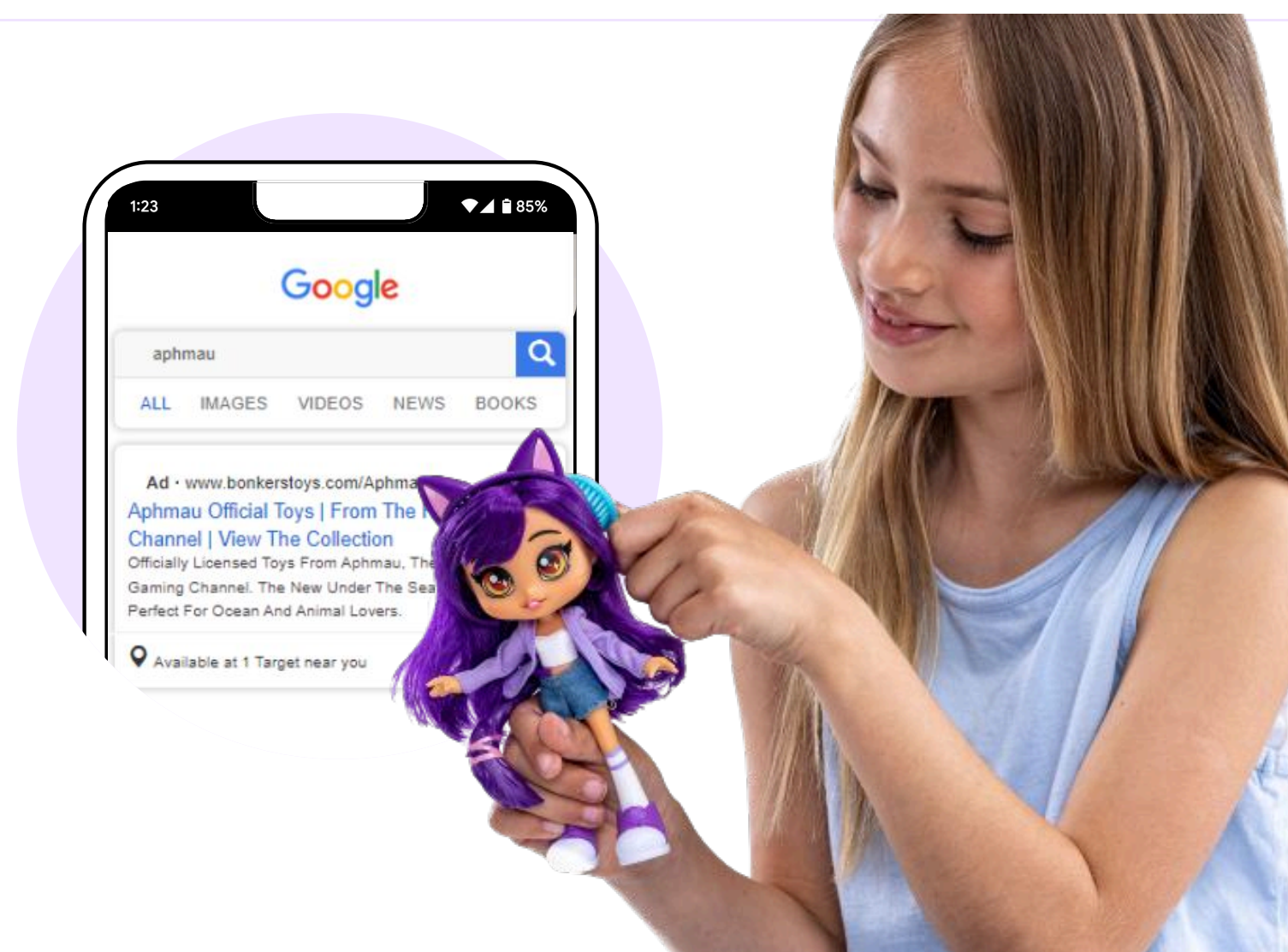
Given how Aphmau is one of the largest gaming channels on YouTube, it made sense to prioritize YouTube advertising in the overall media mix for this campaign. However, we made significant changes to the YouTube advertising strategy from past campaigns in order to improve the effectiveness of the ad spend. For example, from an ad format perspective, we added YouTube In Feed advertising into the mix to compliment Skippable Pre-Roll/Mid-Roll. Adding In Feed ads into the campaign would significantly increase brand impressions via other YouTube ad inventory, as well as drive significant earned actions (ex: channel subscriptions, earned views), which In Feed ads do a particularly good job of. From a targeting standpoint, we also expanded our reach beyond the Aphmau channel to other high profile channels within the Minecraft category which helped lead to a major improvement in Cost Per Views. We also expanded our reach beyond YouTube with kids-focused Connected TV partners.

Meta & TikTok

Meta & TikTok Advertising were used to reach parents and Aphmau/Minecraft fans at scale with creatives that specifically featured products being found on shelf at the key retail partner, Target. In addition to leveraging interest targeting & hashtag targeting, first party campaign data became valuable throughout the duration of the campaign, as it allowed us to build lookalike audiences which delivered some of the strongest KPIs in the whole campaign.

Target & Amazon

Retailer on-site advertising campaigns were also launched on Amazon.com and Target.com in order to drive sales of the 3 key SKUs involved in the campaign.



When it came to Amazon advertising, we focused on developing a much more comprehensive ad campaign strategy, which included:

- Increasing the number of active campaigns from 2 to 7
- Leveraging all 4 of the key Amazon Ads formats (Sponsored Products were the only ad unit previously being run for these SKUs)
- Using third party AI technology to allow for 200+ automated bid adjustments on a daily basis
- Expanding the targeting strategy beyond Aphmau keywords to include coverage on non-brand keywords (ex: Minecraft toys, mystery plush toys)

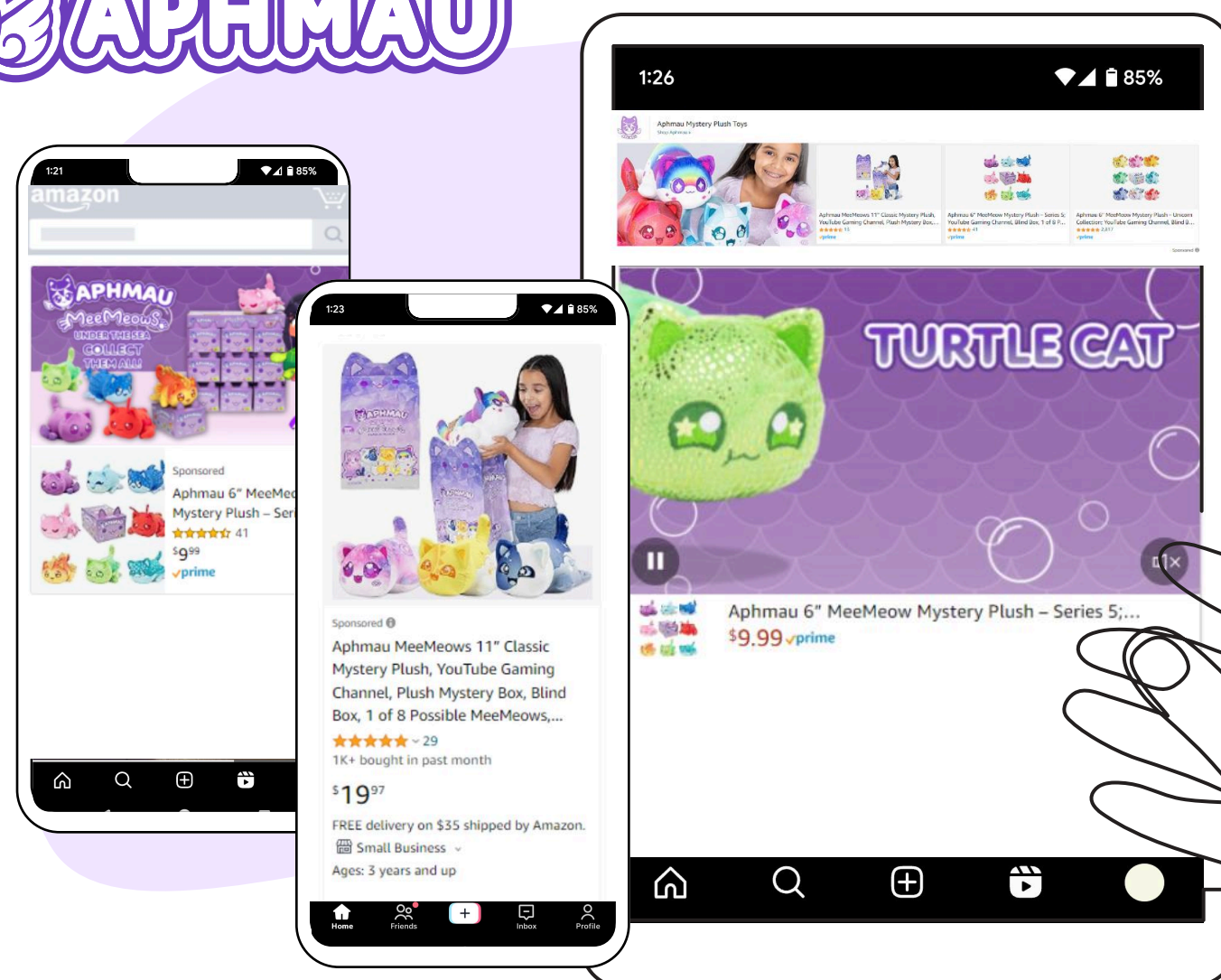
In addition to building out more strategic ad campaigns, we directed Bonkers Toys to create their own Amazon storefront for Aphmau. We then drove traffic to the storefront with dedicated Sponsored Brand ad campaigns, successfully generating a high percentage of new to brand customers while simultaneously increasing AOV.



The Results

The Easter Paid Media campaign for Aphmau products helped drive exceptional sell-through of the new SKUs on shelf at Target. Additionally, the campaign propelled visibility & sales for the 3 key ASINs on Amazon which rapidly rose up the best selling list within the plush category.

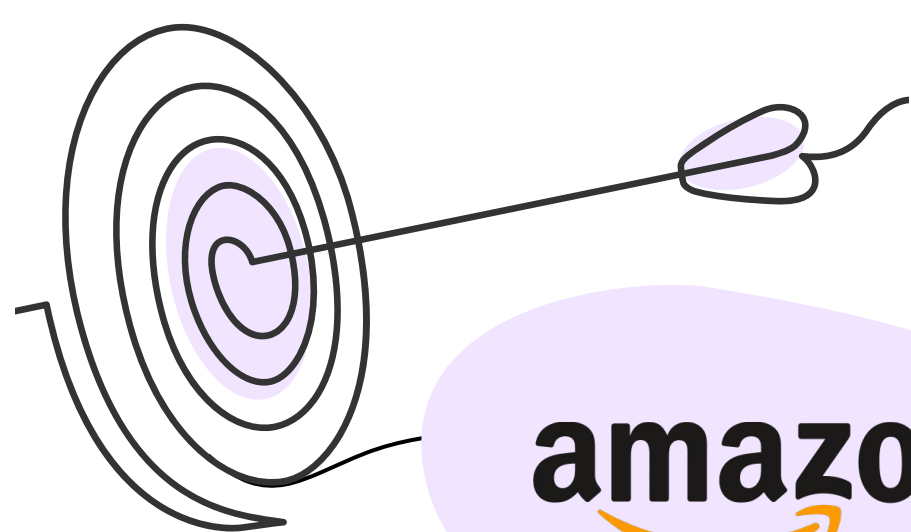
Following the Easter campaign, a similar campaign was activated to support the launch of the same products at Walmart, which also sold through faster than anticipated. Following the success of the Aphmau campaigns, Bonkers Toys and Canspan BMG have expanded their relationship to include marketing support for their other top selling product lines such as LankyBox, Moriah Elizabeth, Skibidi Toilet and others.



15,000+
Social Engagements

46 Million+
Brand Impressions

Performance Highlights



amazon

You Tube
Advertising

TARGET

+11% increase in AOV via Store Page creation & Dedicated ad campaigns.

+89% Lift in Incremental Sales

Reduced CPVs by 50% compared to previous year.

Added 3,000+ New Subscribers (more growth in the 6 week campaign window than all of 2023)

Over 10:1 ROAS with Target.com Sponsored Products