

CANSPANBMG

CASE STUDY



Services Provided

- Influencer Marketing
- Media Relations
- Retail Marketing
- Social Media Community Management
- Paid Social Advertising
- Paid Search Advertising
- Amazon Advertising

facebook. Instagram
Google YouTube amazon

THE STRATEGY

Canspan BMG took a creative approach to **The Elf on the Shelf's** 2019 marketing, deploying channel specific targeted digital advertising campaigns on **Facebook, Instagram, Youtube, Google and Amazon.**

A media relations and influencer marketing program was run alongside the media program. **Canspan BMG** also used retail partnerships and cross-promotions to bring the brand to life in stores.

Canspan BMG worked with retail partners to bring fun family events to brick and mortar retailers. Featuring a National Scavenger Hunt game across all **Toys"R"Us** stores in Canada, these events included mascots of the Elf, photo ops, arts and crafts, prizes and contests for kids and families. The Elf mascot also made appearances at Indigo and **Michael's** stores.



THE STORY

The Elf on the Shelf: A Christmas Tradition is a children's picture book and doll set, which tells the story of how Santa Claus comes to learn who is naughty, or nice. This book encourages parents to uniquely display the included Elf doll in creative ways around the house each day.

THE CHALLENGE

As **The Elf on the Shelf** is a well-known brand, **Canspan BMG's** challenge was to continue to build on the popularity of the line in creative and fun ways that tap into the spirit of the season and the magic of the brand.



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Results Highlights

RETAIL MARKETING

Event turnout across Toys“R”Us stores nationally was extremely high and saw a week over week sales lift of 12%. The events also led to significant social media engagement for the brand.

DIGITAL

Amazon Advertising campaigns delivered an excellent Return On Ad Spend (ROAS) of nearly \$27 : \$1 in Q4 which played a huge role in the year over year increase in sales. Top Elf on the Shelf products consistently ranked in the top 50 best selling toy products on Amazon leading up to the Holidays.

PR

The Elf on the Shelf products were very well received by traditional media and influencers. The influencer program led to over 85 posts across multiple platforms with most influencers posting multiple times, some even daily. Traditional media was also very keen on sharing stories about Elf of the Shelf with key pick-ups in the Marilyn Denis Show, the Huffington Post and CTV Your Morning.

SOCIAL

From a Paid Social Advertising perspective, nearly a 20% year over year increase in web traffic was driven to key retail partners using video ads with strong click through rates. Affiliate location extensions on YouTube helped drive store traffic by showcasing local retailers to users who were served Pre-Roll ads.



Kellogg's

To solidify **The Elf on the Shelf** as a Christmas tradition, a cross-promotion partnership was formed with **Kellogg's**, who produced a branded cereal for the holiday season in Canada, which was available at major retailers across the country.



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Key PR Metrics



28,496,277
Overall Impressions

133
Number of stories/posts

facebook & Instagram

2 Million+ Brand Impressions **22,600+** Landing Page Clicks

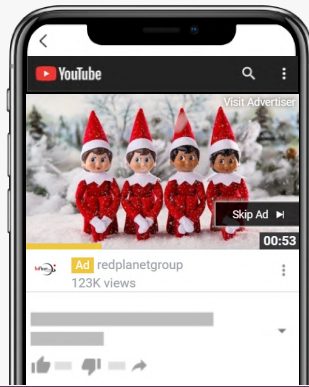
410,600+ Video Views **15,000+** Social Engagements



YouTube

357,700+
video views

41% view rate **1,225** clicks



Google Ads

8,770+ Clicks **12.24%** CTR

71,650 Brand Impressions



amazon

2681% ROAS
2 Million+ Brand Impressions

