

CANSPANBMG

CASE STUDY



Services Provided

- Community Management
- Media Planning
- Paid Social and Digital Advertising
- YouTube Advertising
- Amazon Advertising
- Retail Events
- Public Relations



THE STORY

CanspanBMG launched TreasureX in Canada through Moose Toys distributor, Red Planet Group.

CanspanBMG was hired to drive the Canadian launch and marketing program for TreasureX, including the planning and activation of TV media, in-store launch events and demonstrations, large digital and social media programs, PR campaigns and more.

The launch event set a new benchmark for live activations, with its combination of superb branding, experiential activity, sampling, contest integration and drive to retail promotion.

TreasureX saw a retail sales lift of 600% week over week, along with higher increased engagement across all TreasureX content as a result of the launch events.

CanspanBMG continues to manage all Canadian activity for the brand which has become Moose Toys' top selling toy item.

“CanspanBMG has been an important part of the success of our organization for over 5 years. In that time they've helped us bring dozens of toy products to market through the development of creative, marketing strategy and national ad campaigns. From in-store activations to PR, social media and online strategy and TV campaigns. I rely heavily on their expertise and look forward to working with them for many years to come.”

JASON MARS
PRESIDENT, RED PLANET GROUP

LAUNCH EVENT



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2018 Digital Advertising Results



facebook & Instagram



750,000+
Canadians reached

facebook & Instagram



8,000+
retailer clicks

facebook & Instagram



150,000+
video views

facebook & Instagram



8,000+
social engagements

facebook & Instagram



2 Million+
brand impressions

YouTube



700,000+
video views

YouTube



45%
view rate

2018 AWARDS & ACHIEVEMENTS

- #1 Selling Moose Item
- Walmart Top Toy
- Top 5 Total Boys Item
- TTPM Most Wanted Toys
- Amazon Hot Toy
- Walmart Top Rated by Kids



YouTube



7.5 Million+
brand Impressions