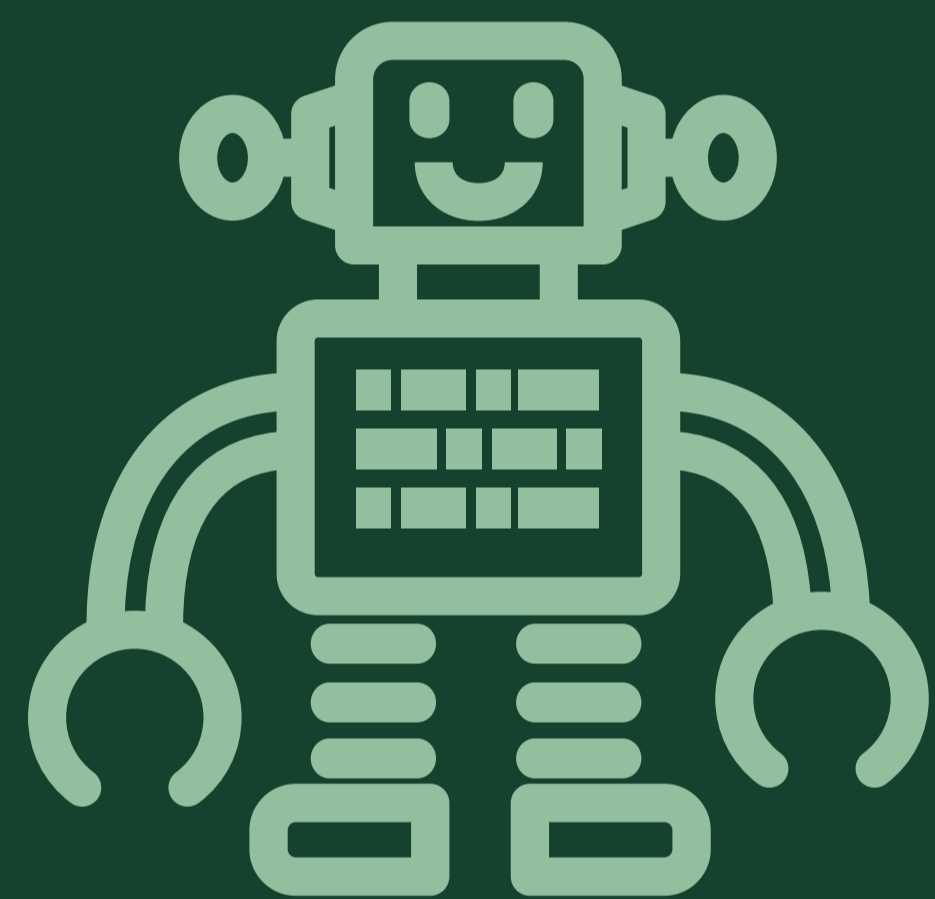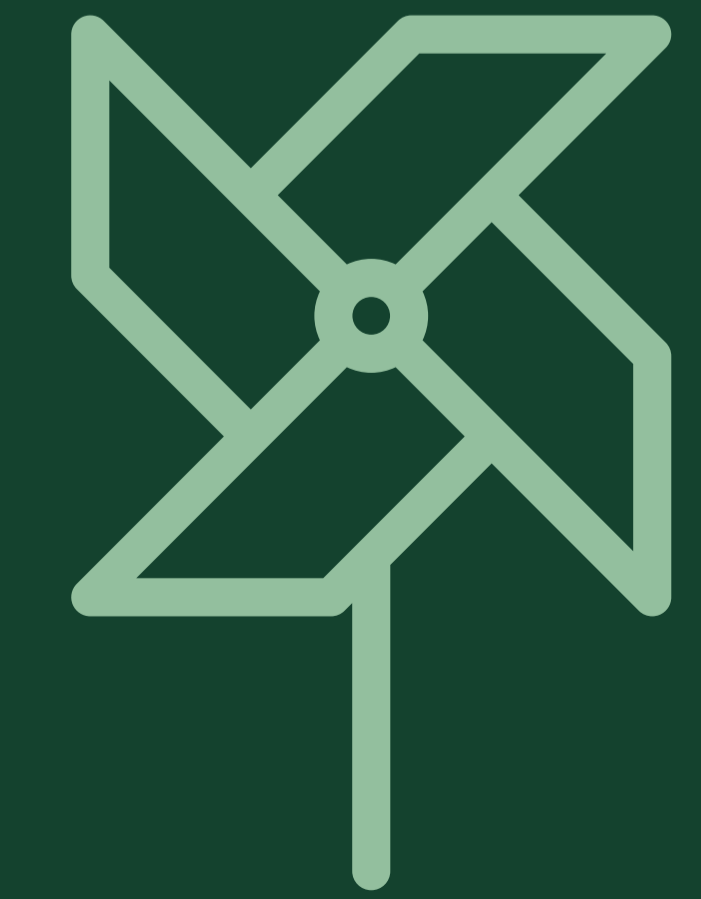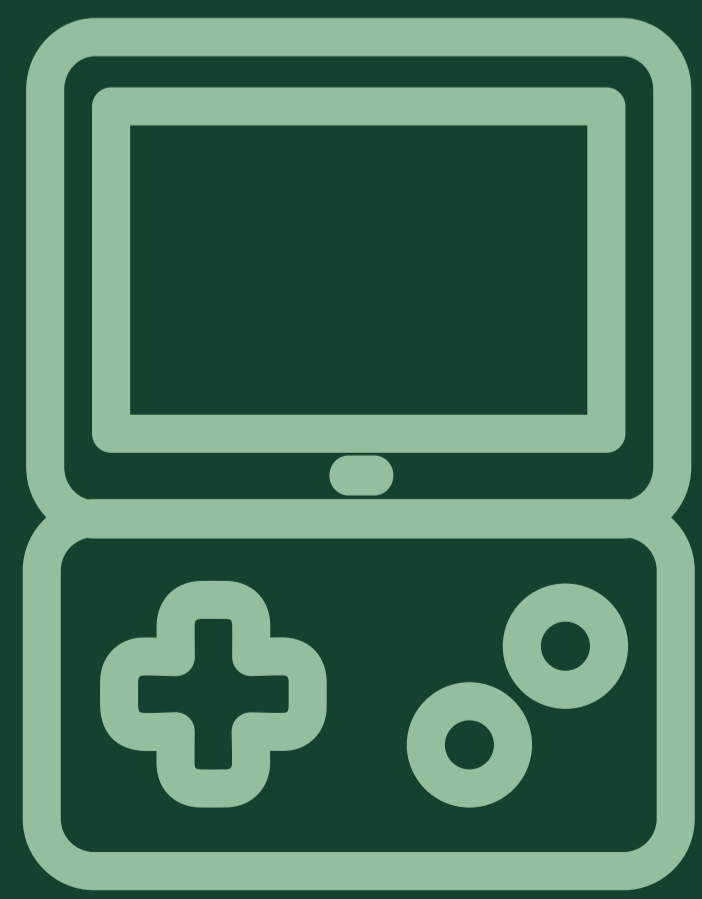# RETAIL-TOYS

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THE CHALLENGE

When a popular children's toy company was seeking to do the (almost) impossible—successfully launch a new toy line with 100% digital support within an industry that has historically relied heavily on TV advertising, during the end of the holiday season —they looked no further than NOM. Additionally, the toy brand sought to build viewership and a subscriber base on their new, branded YouTube channel in an effort to unlock a rabid fan base for upcoming product and content launches.
NOM was tasked with driving awareness and purchase intent among girls ages 6-10 and their co-viewing moms, all while remaining COPPA compliant and brand safe.
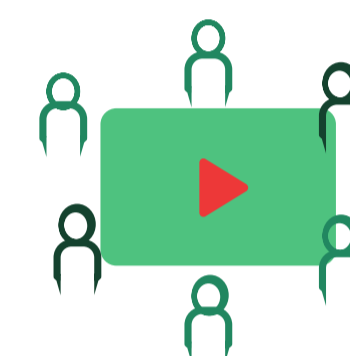
THE CAMPAIGN

When marketing to children online, it is vital to understand how and where you are communicating with them. NOM built a scalable, COPPA-compliant plan to deliver results for our client on YouTube. We exercised our proprietary contextual targeting techniques and brand safety toolset for enhanced optimization. Contextual targeting proved vital to building success on this campaign and developing trust in the new brand through content alignment with more established properties. NOM's brand safety engine worked to ensure ads ran in front of the appropriate and relevant inventory for our target audience. NOM was able to place the advertisement in front of content that parents would be watching with their young daughters, consequently driving awareness and generating buzz during the holiday season.

THE RESULTS

Success came quickly with an initial non-skippable video push. In less than two weeks, long before the scheduled flight end, **the CTR was nearly 125% over benchmark (.96% vs .43%) and the toy line had completely sold out**. NOM then relaunched after the New Year once shelves restocked, this time with a series of TrueView ads.

Thanks in part to the strategic use of remarketing to engaged ad viewers, **the brand's YouTube channel gained 22k subscribers by the end of the campaign.**

Hyper-targeting to girls and co-viewing moms, the campaign delivered **Best-In-Class Purchase Intent** lift on all pieces of TrueView content**, seeing as much as a 167% higher result than the industry benchmark.** Ad Recall lift was also Best-In-Class across the board, **with results as high as 222% higher than industry benchmark.**

Relentless optimization through the length of the TrueView portion of the campaign **resulted in an aggregate view rate 22% greater than benchmark.**