



CASE STUDY: PROMOTING A NEW CAT BACKPACK INSPIRED BY THE VIDEO GAME

Wame

KEY DISCUSSION POINTS

Client Overview

Strategy

Results

Long-term Strategy

Insights

Conclusion



CLIENT OVERVIEW

Our client specializes in selling cat backpacks, primarily targeting the US market. The client periodically releases new designs, and our team works on promoting them. One of our most successful cases involved the launch of a backpack inspired by the release of the video game "Stray." We initiated the advertising campaign a month before the product's release to increase awareness and generate interest among potential buyers.



PRE-LAUNCH CAMPAIGN:

Goals: Increase awareness of the new backpack and attract attention to its upcoming release.

Tools: We started with display campaigns targeting both remarketing audiences and cold audiences (cat lovers and custom audiences based on search queries).

Creatives: We used banners that intrigued users, hinting at the new backpack and the event it was dedicated to.

Additional Efforts: A short (6-second) YouTube video was launched with a small budget to present the product.

POST-ANNOUNCEMENT CAMPAIGN:

Goals: Engage the audience that had already interacted with the backpack announcement and combine them with an audience interested in the "Stray" video game.

Tools: We launched Performance Max (PMax) campaigns with signals for these audiences and activated shopping campaigns in parallel to cover all shopping listings.

Product Campaigns: We worked with two product variations—the backpack alone and the backpack bundled with a themed leash, creating separate campaigns for each.

RESULTS

First 3 months: We earned \$30,000 and sold 320 new backpacks with a total spend of just \$8,000.

Next 3 months: After the initial hype died down, we focused on warm audiences, turning off all campaigns targeting cold audiences. This resulted in an additional \$23,000 in revenue from the new product.

LONG-TERM STRATEGY

Two years after the product launch, its popularity, along with the game's, has significantly decreased. However, we managed to maintain customer interest for an additional year after the launch by offering related themed products, which continued to drive sales and keep the backpack relevant.

INSIGHTS

This case study illustrates the effectiveness of a phased approach in product promotion, particularly when launching products tied to popular culture or current events. By starting the promotional efforts a month before the product release, we were able to build anticipation and awareness, which translated into strong initial sales.

The decision to segment the audience into remarketing, cold, and interest-based groups allowed us to tailor our messaging and optimize our budget effectively. The use of display campaigns with intriguing creatives helped capture attention without giving away too much, maintaining curiosity and driving engagement.

Moreover, leveraging Performance Max campaigns with targeted signals ensured comprehensive coverage across various platforms, which was crucial in maintaining momentum post-launch. The inclusion of product variations in separate campaigns allowed us to test different approaches and maximize revenue.

Finally, the long-term strategy of introducing related themed products helped sustain interest in the backpack, even as the initial hype around the "Stray" game faded. This underscores the importance of continuously adapting marketing strategies to extend the product's lifecycle and maintain customer engagement.

Overall, this case highlights the value of early engagement, strategic audience segmentation, and the importance of adaptability in maximizing both short-term impact and long-term success in product promotions.

CONCLUSION

The promotion of the new backpack inspired by the "Stray" video game was a successful case in our practice. Thanks to a well-chosen strategy and a phased approach, we were able to not only increase product awareness before its release but also secure steady revenue over the following months. This case demonstrates the importance of an integrated approach to promoting new products, especially when they are tied to current events or pop culture.

This experience highlights the necessity of flexibility and adaptation of strategies depending on the product's lifecycle stage, as well as the significance of well-planned and timely executed advertising campaigns.

CONTACT Us

Wame

+380972801741

team@wame.digital

wame.agency