

ZURU

Case study



THE BRIEF

The original Fidget Cube was a Kickstarter sensation but faced competition by the Fidget Spinner and cut-priced imitations. To create demand in the US market, Zuru had to reach a wide but relevant audience with original and engaging content, to establish themselves as the original brand in this space.

Precise.TV were tasked with creating a YouTube solution that leveraged the viral nature of Fidget Toys and position the "original and best" ZURU Fidget Cube, as the must have, premium brand. The solution needed to maximise reach, while establishing insights to enhance future Fidget product launches.

THE PRECISE.TV SOLUTION

The Precise.TV platform identified and created 18 customised content segments, based on behavioural insights from Zuru. These segments included challenges, viral based content, stress solutions and franchise based unboxing.

Throughout the campaign Precise.TV deployed its AI optimization and multi-variate testing at a video-level to drive the best possible results. To track campaign performance, an independent Google Brand study was incorporated into the activity.

RESULTS

The Precise.TV campaign delivered an overall VTR of **29.8%**, almost double YouTube averages. In addition, Zuru received individual performance insights on the top 12 customised content segments which Zuru used to evaluate future creative opportunities and influencer collaborations. The Google Brand tracking study showed the following Best In Class results based on tracking studies across all product verticals in the USA:



24.2%

LIFT IN PRODUCT
AWARENESS



19.1%

LIFT IN PURCHASE
INTENT



161%

LIFT IN PRODUCT
INTEREST



Precise.TV worked as a true partner with us throughout both the planning and the execution of the campaign. The performance of the media, along with the insights provided were outstanding, and provided excellent learnings for future activity. More importantly though, the success of the activity could be seen in the Fidget sell through results generated over the course of the campaign."

RENEE LEE, GLOBAL MARKETING MANAGER, ZURU TOYS