



# FUJIFILM

## Summary

Fujifilm is an iconic camera brand that has become part of a retro pop movement with products like the Instax.

## Objective:

Create awareness around the multiple Fujifilm Instax SKUs while also driving online conversions.

## Strategy:

With an integrated approach, Fujifilm used programmatic buying methods to drive up search traffic while capturing that increase with performance based content. Using the TPS Engage programmatic buying platform, Fujifilm was able to deploy specific campaign schedules across the network while also delivering customised location based ad content to measure performance at each location.



Locations:  
**37**



Screens:  
**166**



Unique Reach:  
**30,504**



Impressions:  
**76,174**

# Campaign Results



**+41%**  
increase in link clicks  
across all digital channels



**+66%**  
increase in unique reach  
across all digital channels  
(as a result of higher ad score due to  
increased search volume and clicks)



**+68%**  
increase in online  
impressions served

# Additionally

The campaign saw an increase in brand name search traffic on days when the Elevision campaign was active.

## Partners

