



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

