



Laura Marano



Objective

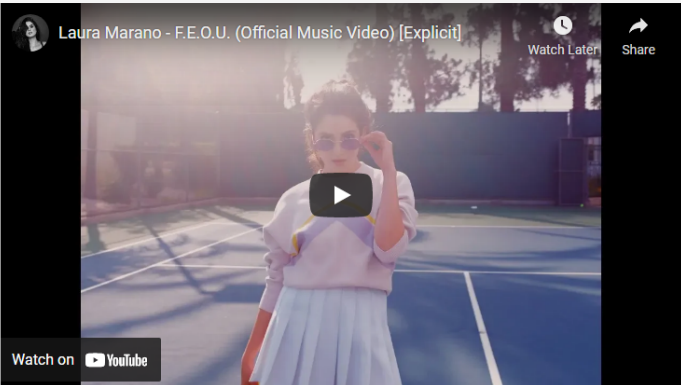
Symphonic’s team aimed to increase video views on Laura’s latest YouTube release for F.E.O.U. by targeting Laura’s existing audience as well as those who fit the demographics of new potential fans across the United States & Canada using YouTube, Facebook, Instagram, and Brandzooka advertising opportunities.

Marketing Strategy

- Use a video clip from Laura Marano’s [Explicit] F.E.O.U. video to drive traffic to the YouTube video by way of YouTube/Facebook/Instagram ad placements.
- Use full-length video on Brandzooka for optimized platform placements.
- Targeted existing fans and potential fans of Laura in major US & Canadian cities.

Assessment

- Achieved a view rate of over 20% on YouTube and a click-through rating of 0.66%, where the market average is ~0.5% when driving traffic using a clip opposed to the full-length video.
- Over 105,000 video clip impressions on the YouTube ad network.
- A 36% video clip view rate of at least 25% view total.
- Nearly 50,000 (49,763) video views on YouTube.
- Over 129,000 ThruPlays on Instagram with over 1,200 click-throughs.
- Over 44,000 ThruPlays on Facebook with over 1,900 click-throughs, a 1 in 4 (25%) CTR.
- Over 26,000 Impressions and 2,100 Views with over 500 clicks on Brandzooka.



Summary

Overall, the campaign efforts drove nearly 50,000 additional video views to the YouTube video by means of platform advertisement & external social & Brandzooka initiatives to achieve our goal.