

# Case Study

# Informa Markets

VIRTUAL EVENT

Licensing Week Virtual

**tag**digital

Running for the first time as a digital event in 2020, Licensing Week Virtual is The Global Licensing Group's 5-day virtual program, in partnership with Licensing International.

#### Overall Campaign Results

- Impressions >751,000
- Conversions: > 2,700 (17% above target set)



Licensing Week aims to bring together the global licensing community at a time when physical networking and deal-making is infeasible. Combining virtual keynotes, educational and topical seminars, matchmaking, networking and a digital exhibition, Licensing Week Virtual offers some of the best aspects of a Global Licensing Group event.

For more than 35 years, Licensing Expo has connected the world's most influential entertainment, character, art, and corporate brand owners and agents with consumer goods manufacturers, licensees and retailers. This year however Licensing Expo was cancelled and Licensing Week Virtual offered an alternative meeting place for the global licensing industry.

## The Campaign Objective

To drive virtual event registrations from a global audience.

## The Challenges

- Pivoting the Licensing Week to be a successful virtual event and to effectively engage with the audience
- Part way through this campaign the registration platform changed, so the campaign required an update to the landing page and conversion tracking to ensure the customer journey was not interrupted and no conversions were missed



## The Approach

- Launched a full visitor promotion (visprom) campaign across search, display, social media and YouTube using a combination of learnings from the data trends around virtual events and previous shows for Licensing Expo
- Split the campaign focus between retargeting and new data campaigns to engage users at the right time with the right messaging. Used platform machine learning solutions to do this effectively.
- Applied the audience lists and data lists from the full Global Licensing profile to reach the full customer based seeking
- The strategy was effective as a 'keeping the lights on' campaign as users were actively seeking for the event which normally takes place at the same time of year and has done for the last 35+ years
- Targeted new data audiences and grew the pool of customers in attendance, globally
- Introduced a new campaign on Google's latest Discovery feed to provide extra exposure with over 63,800 impressions as well as generating registrations from this platform
- Used video to engage customers which resulted in this one of the top converting platforms, plus we saw a CPA 9% lower than that from brand search
- Achieved over 300% more registrations than target through launching retargeting campaigns on social media and through testing ad copy and images
- Used a retargeting approach on Facebook and Instagram with highly targeted audiences that were split by placement.

## Ad Previews



### Bridging the Gap with Virtual



Bringing the Licensing Community Together when Physical Networking is Unfeasible.



### Free 5 Day Digital Experience



A Content-Packed 5-day Virtual Program Reflecting Each Corner of the Industry



*Google Ads Remarketing on Google Display Network – Responsive Display Ads*



**Ad** Licensing Week Virtual: Register Free | Bringing the Licensing Community Together when Physical Networking is Unfeasible.

informamarkets.6connex.com



**Ad** Licensing Week Virtual: Sign Up | Connecting Licensing Business with Retailers, Manufacturers, Experts & Media.

informamarkets.6connex.com

*Google Ads New Discovery Placement*



Licensing Week Virtual | Sign Up Now - June 15-19

[informamarkets.6connex.com/licensing-week/virtual](https://informamarkets.6connex.com/licensing-week/virtual)

A Content-Packed 5-day Virtual Program Reflecting Each Corner of the Industry. Bringing the Licensing Community Together Virtually.

Matchmaking · 5-Day Virtual Program · Virtual Keynotes · Educational Seminars

Types: Brands and Lifestyle, Character & Entertainment, Art, Design & Emerging, Licensing University, A...

Register for Free

Bringing together the Global Licensing Community. June 15-19

Agenda

Explore the Thought Leading Programme, Live and On Demand

Matchmaking Service

Enabling Meetings to Happen Virtually Throughout the Week

FAQs

Some Helpful Information on What to Expect at Licensing Week Virtual

Google Search Ad

Licensing Week Virtual | Sign Up Now - June 15-19 | Bridging the Gap with Virtual

[informamarkets.6connex.com/licensing-week/virtual](https://informamarkets.6connex.com/licensing-week/virtual)

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Register for Free

Matchmaking Service

Agenda

Facebook Ads

**License Global** Sponsored

Register for Licensing Week Virtual to hear from the foremost experts across all licensed consumer product industries such [...see more](#)

JUNE 15-19, 2020  
**LICENSING WEEK**  
VIRTUAL

INFORMAMARKETS.6CONNEX.COM  
**Register Today**  
June 15-19, 2020

SIGN UP

**License Global** Sponsored

A 5-day virtual program bringing the global licensing community together and connecting licensing businesses with retailers, [...see more](#)

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