



SUMMER CAMP CAMPAIGN

About Code Ninjas

Code Ninjas teaches kids how to code with fun, game-based curriculum.

Objective

To drive form fill submissions for their upcoming summer coding camp.

Solution

We knew that using a medium familiar to both parents and children would be crucial. For this reason, we created video campaigns to help Code Ninjas achieve their goals!



Why YouTube?



YouTube is the platform **where Millennials and Gen X make purchase decisions.**



Video content is **great at building brand trust.**



Internet **users are consuming more video content** on YouTube than ever before.



YouTube is **one of the most downloaded apps** among Gen X Moms.

The Results

288 Total Entries, 53 of which were view-through entries

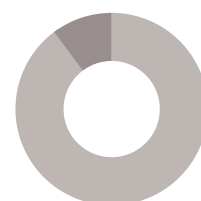
View-Through
18.4%



Direct Entries
81.6%

371 other conversions, 35 of which were purchases and 308 requests for info

Purchases
10.2%



Request Info
89.8%

Brand Lift Study

+24.9%

Increase in positive feelings towards the brand

+149.8%

Increase in positive feelings towards the brand compared to users who didn't see an ad



YouTube allows brands to connect with people in moments that matter. Code Ninjas saw their fan base grow through a meaningful and well-executed video strategy that added value to their brand. By becoming part of the Location3 family, your brand can also reap the benefits of our industry-leading marketing strategy.

SOURCES:

Think With Google
Pushspring Audience Insights

LOCATION3

www.location3.com