



## CHAPPYWRAP

Shorebird Media helped ChappyWrap reach new audiences, increase conversions, and reduce CPA.

9X

Return On Ad Spend

30%

Decrease In Cost Per  
Purchase On Instagram

17%

Increase In  
Average Order Value

### Their Story

Founded in 2006, ChappyWrap is run by a mother-daughter team that prides themselves on high-quality blankets that are cozy, warm, and versatile. ChappyWrap's mission is simple: spread comfort to everyone, everywhere with the world's best blankets.

## Campaign Goal

ChappyWrap wanted to drive brand awareness among a younger demographic and boost purchases of their new summer 2019 collection.

## Our Strategy

ChappyWrap partnered with Shorebird Media to develop a multi-phase campaign on Facebook and Instagram leading into the summer season.

Phase 1 consisted of teaser ads featuring eye-catching lifestyle images along with the messaging “A New Chappy Chapter” to build buzz around the brand’s new look. The ads targeted women, age 25-34, based on their customer persona.

Phase 2 featured ads in carousel format and single images, featuring both lifestyle and product shots to introduce the summer 2019 collection.

Phase 3 included ads in the Carousel and Collection format highlighting individual blankets to focus on the quality and craftsmanship of the product. Each ad had a “Shop Now” call-to-action button that linked to specific product pages on the brand’s website.

## Our Tactics

- Custom & Lookalike Audiences
- Core Audiences
- Remarketing
- Collection Ads
- Carousel & Image Ads



*\*Ads Manager: May 2019 - August 2019*