

Disney STORE LEGO squishable



How Top Brands in the Toy Industry
Increased Advertising Spends by +105%
in 2021

Toys

Key Takeaways

Top brands in the Toy industry increased advertising spends by +105% in 2021. Here's how:

Budget & Channel Maintenance

- **Ad Spend:** Digital advertising spends saw +105% increase into the second half of 2021.
- **Top Channel:** Instagram saw the highest spend in the competitive set with 42% budget allocation.
- **Emerging Channel:** YouTube saw the highest increase at +529% increase into the second half of the year.
- **Plateau Channel:** Search saw the lowest increase in spending with a +7% increase into the second half of the year.

Ad Creatives & Campaigns

- **Lego:** 60% of its spend went to Instagram promoting a campaign showing the possibilities of creating with LEGO.
- **Disney Store:** 48% of its spend went to Instagram & Facebook, utilizing the carousel feature to display gift ideas.
- **Mattel:** Promoted the bond between children & adults with toys through an animation & with family influencers.
- **Squishable:** Pushed pre-orders for their toys and used personification of a character to build a community.
- **Ty, Inc.:** Incentivised viewers by allocating proceeds of specific toys to a charity & offering gift ideas for the holidays.

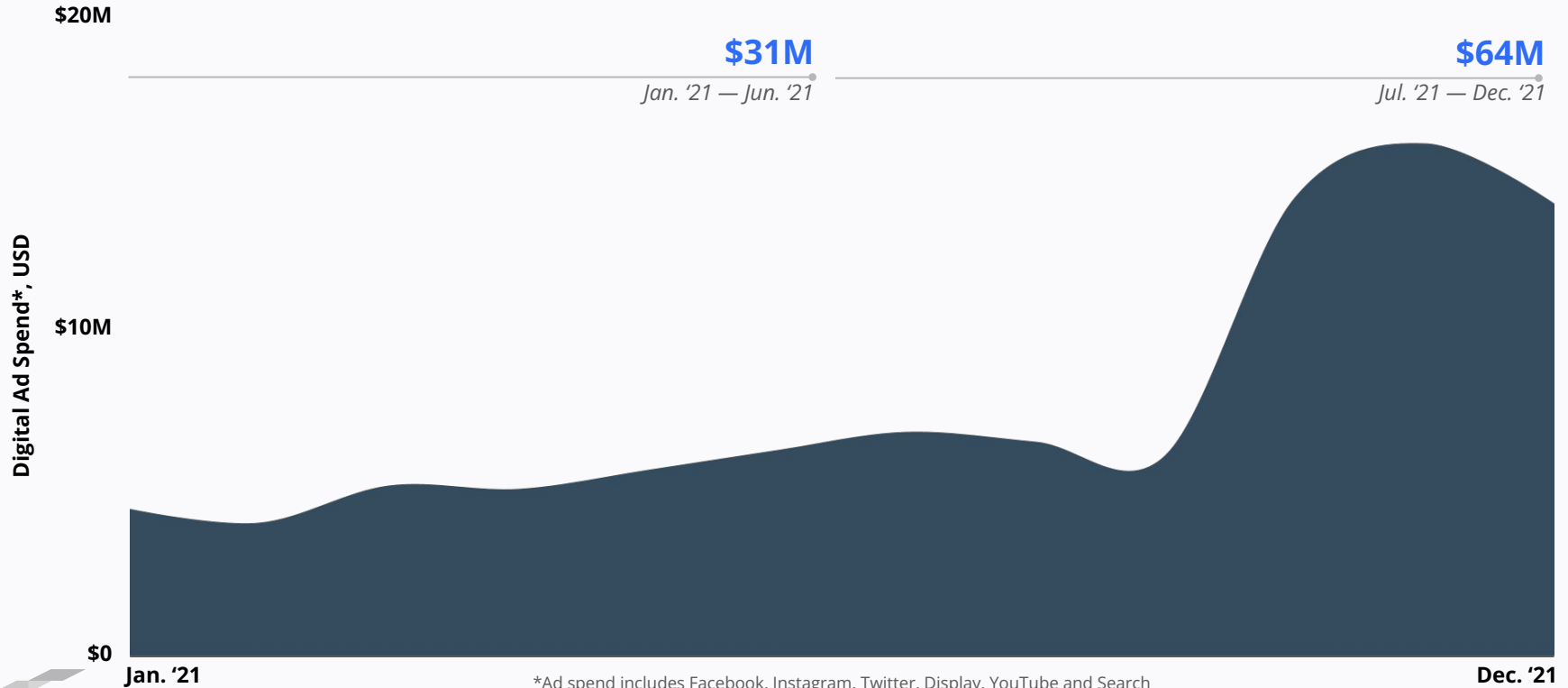
Gifting in 2022 & Promotions

- **Ads:** Disney Store & Squishable focused their gifting ads toward Facebook & Instagram while Lego is focusing on Display.
- **Landing Page:** Valentine's Day LPs feature segmentation for different gift types for easy navigation.
- **Promotions:** Squishable offers multiple deals throughout the month (approx. 5/month) from bundles to free shipping via email marketing.

The following companies were included in the competitive set for this analysis:



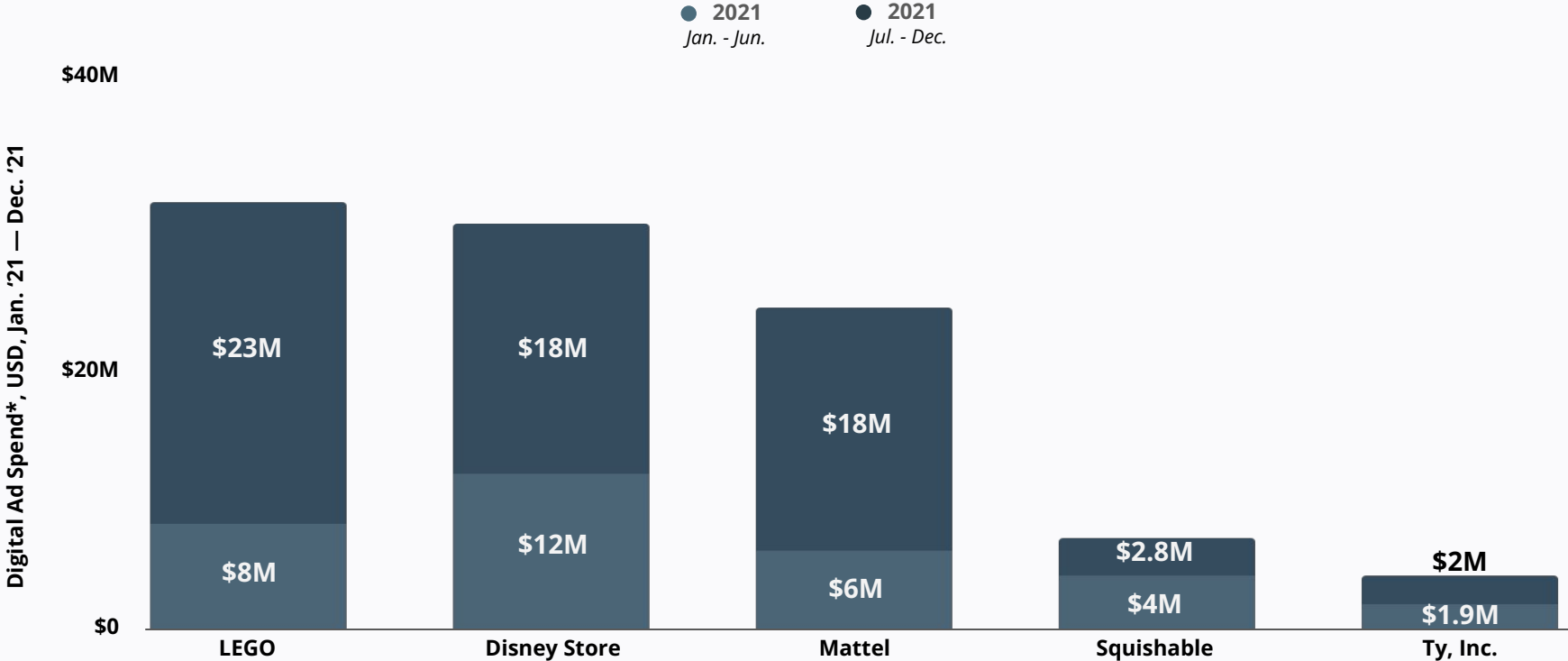
The companies in the competitive set increased their digital advertising spend by **+105%** from the first half to the second half of 2021. Toy companies started to see an increase in ad spend in **October 2021** with a **+152%** increase in average ad spend. **November 2021** saw the highest ad spend at **\$16M** and **February 2021** saw the lowest ad spend at **\$4M**.



*Ad spend includes Facebook, Instagram, Twitter, Display, YouTube and Search
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

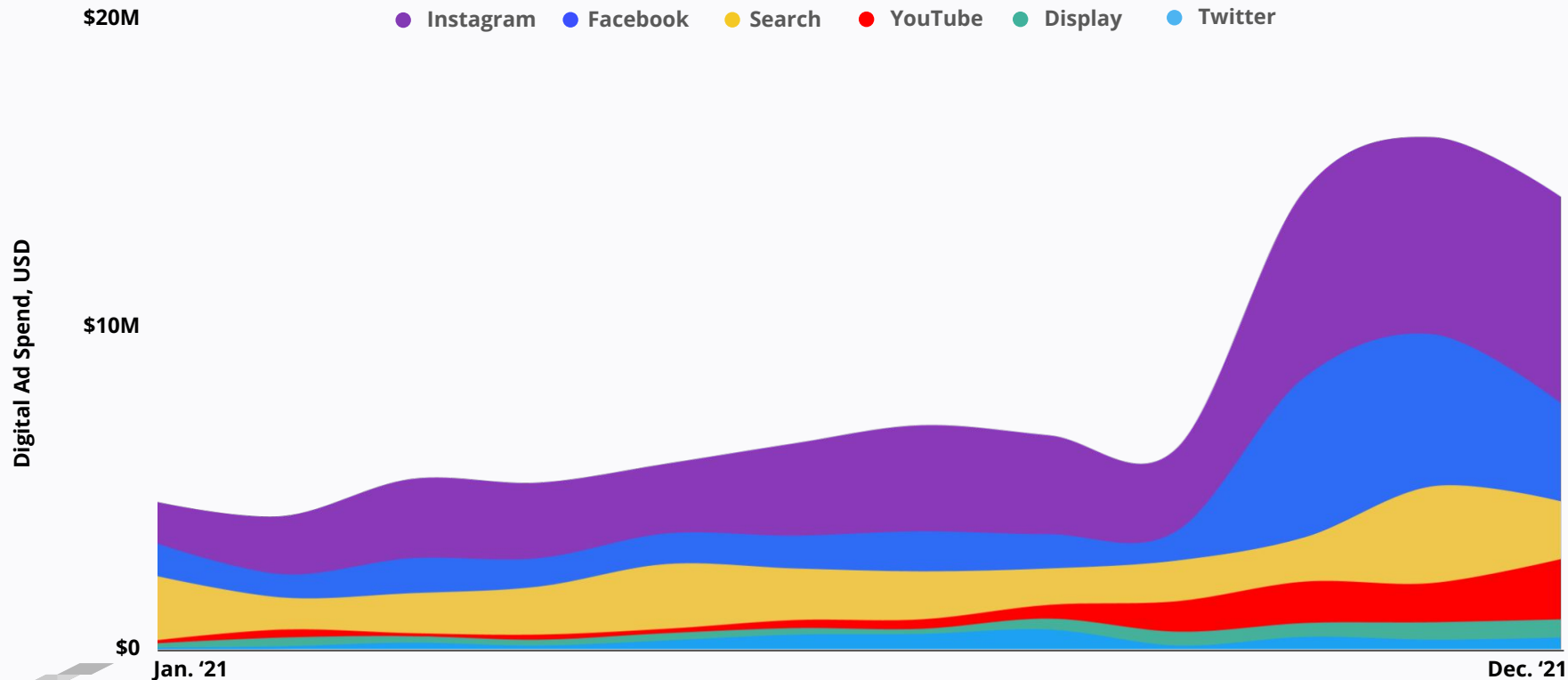
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Squishable is the only company that spent less during the second half (July - December) than during the first half of 2021 (January - June). **Lego** increased their ad spend the most of all brands in the competitive set, spending **2.8x** more in the second half of the year than in the first half.



*Ad spend includes Facebook, Instagram, Twitter, Display, YouTube and Search Spend is a directional approximation and does not include retargeting, or behavioural targeting.

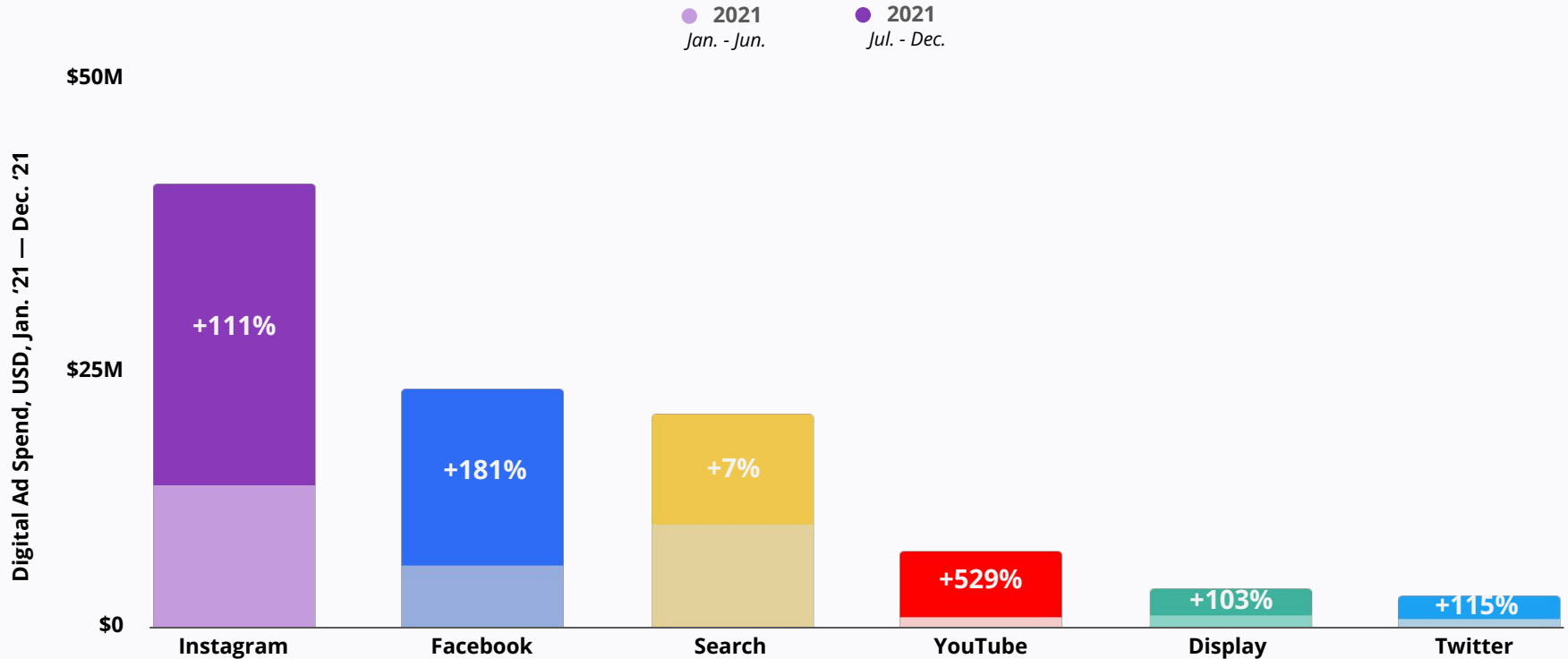
Throughout 2021, the competitor set allocated **42%** of their digital advertising budgets to **Instagram**. **Twitter** saw the lowest spend allocation at **3%** of the channel spends.



Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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In 2021, all advertising channels saw an ad spend increase into Q3 and Q4. **YouTube** saw the highest increase in spend from the first half to the second half of 2021 at **+529%**. **Search** ads saw the lowest increase in spend at **+7%**.









Spend is a directional approximation and does not include retargeting, or behavioural targeting.

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In 2021, the companies in the competitive set invested **\$96M** into digital advertising. **Instagram** saw the highest spend of 2021 at **\$40.6M**.

Total Competitive Set 2021 (Jan. — Dec.) Digital Ad Spend: \$96M

Channel Breakdown:

 Twitter	\$2.9M	 Search	\$19.5M
 Display	\$3.7M	 Facebook	\$21.8M
 YouTube	\$7M	 Instagram	\$40.6M





In 2021, **LEGO** spent **60%** of its total digital advertising budget on **Instagram**. Into the second half of 2021, LEGO increased all its channel spends with the highest increase in **Facebook** (**+20,607%**) from \$89 to \$18K followed by **YouTube** (**+521%**) from \$601K to \$3.7M.

Total Competitive Set 2021 (Jan. — Dec.) Digital Ad Spend: \$31M

Channel Breakdown:

● Facebook	\$18K	● Search	\$3.8M
● Twitter	\$2M	● YouTube	\$4.3M
● Display	\$2.2M	● Instagram	\$18.8M



Spend is a directional approximation and does not include retargeting, or behavioural targeting.

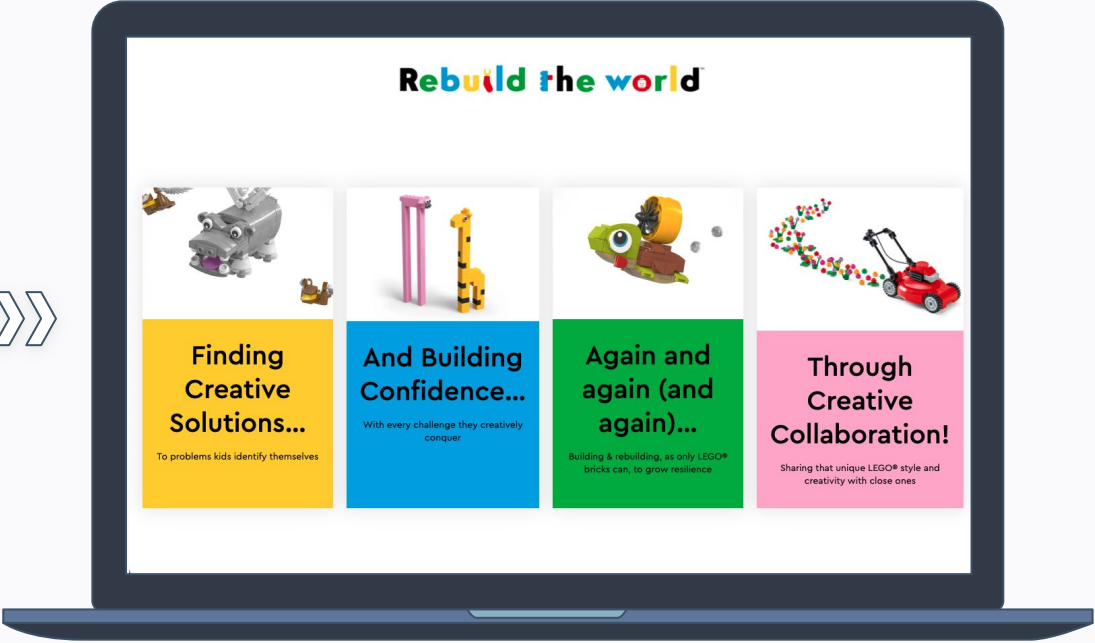
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LEGO invested **60%** (\$19M) of its digital advertising into **Instagram** in 2021. The top ad is a single image of a children's book promoting the "[Rebuild the World](#)" Campaign. This is a campaign that encourages people to share their children's LEGO creations on Instagram as a way to encourage and inspire others.



Spend: **\$1.3M** | Imp.: **125M** | CPM: **\$10.5**
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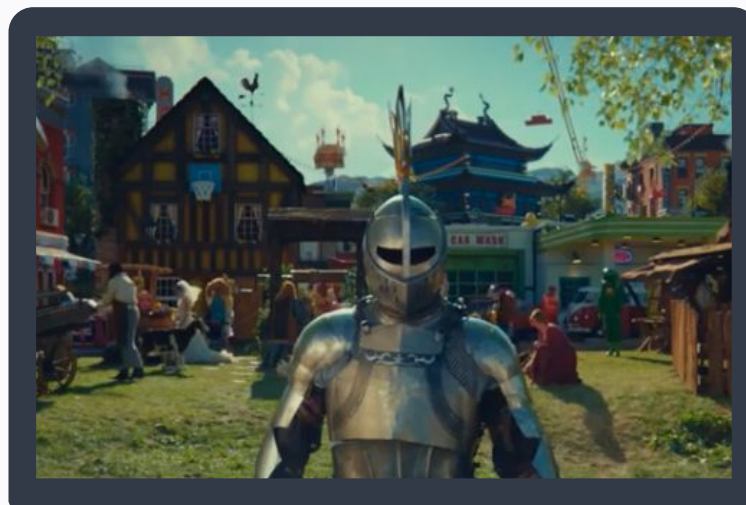


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LEGO increased its **YouTube** spend from **\$601K to \$3.7M** in 2021. The top two spends feature and promote the “Rebuild the World” campaign as seen on Instagram. The top spend is a 15 second video and the following spend is a 60 seconds video. Both videos feature scenarios demonstrating possibilities of creating with LEGO.



Spend: **\$370K** | Imp.: **20.5M** | CPM: **\$18.1**
[Click to view](#)



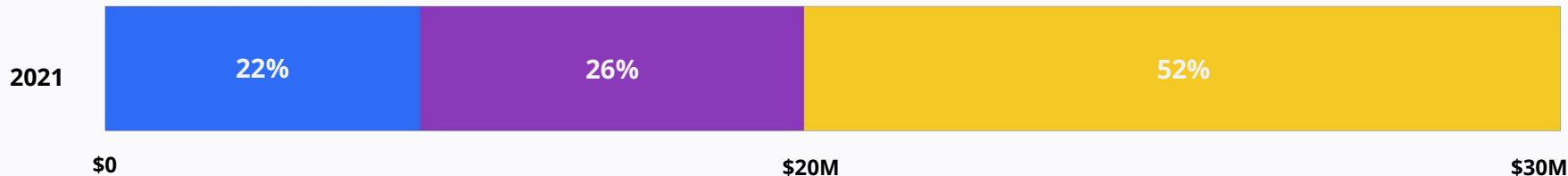
Spend: **\$344K** | Imp.: **19M** | CPM: **\$18.1**
[Click to view](#)

In 2021, the **Disney Store** spent **52%** of its total digital advertising budget to run search ads, investing \$15.5M into this channel. Into the second half of 2021, Disney increased its **Facebook** spend by **+350%** and decreased its **Search** spend by **-9%**.

Total 2021 (Jan. — Dec.) Digital Ad Spend: \$30M

Channel Breakdown:

● Facebook	\$6.4M	● Instagram	\$7.8M	● Search	\$15.5M
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Spend is a directional approximation and does not include retargeting, or behavioural targeting.

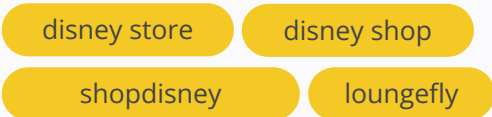
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In November 2021, the **Disney Store** focused its paid search campaign on driving traffic to the homepage of the website. Ads with the homepage linked had an average CPC of **\$1.02**. All top keywords are branded except a bag collaboration with 'loungefly'. One of Disney's top ads on Search is for Cyber Monday, in November 2021, search accounted for 15% of all traffic to the website.

URL spend: **\$535K** | Traffic share: **19.8%***

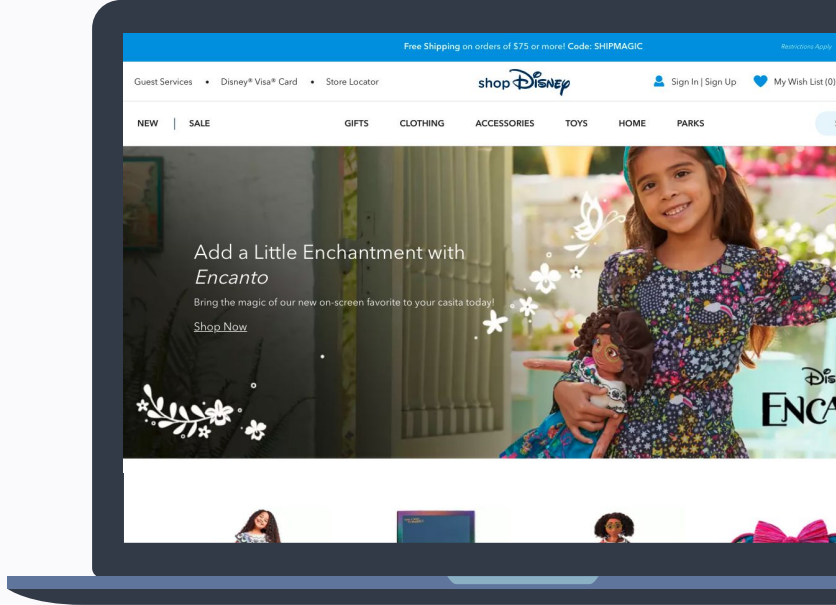
Top keywords by share of traffic:



Top ads by share of traffic:

Official ShopDisney.com - The Disney Store Online |
(Ad) <https://www.shopdisney.com/official/shop>
 There's Disney Magic in Store this Holiday Season with Our Merriest Gifts, Décor & More. Playtime Wonder Awaits with Our Amazing Assortment Of Holiday Toys, Plush, Decor & More. Holiday Gifts. Marvel Mania Is Here. Clothing, Toys & More. nuiMOs Plush Characters.

Get Up To 30% Off Sitewide - Cyber Monday at shopDisney® |
(Ad) <https://www.shopdisney.com/cy-brrr/monday>
 Save Sitewide on the Merriest Must Haves from Disney®, Marvel® & Star Wars™. See Site for Special Offers and Get Up To 30% Off Sitewide. Use Code: CYBER. Disney Princess Dolls. Purses, Totes & More. nuiMOs Plush Characters. Shop Plush & Toys. Mandalorian & More.



[Click to view](#)



Spend is a directional approximation and does not include retargeting, or behavioural targeting.

*Share of total paid traffic.

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The **Disney Store** invested **48%** (\$14.3M) of its digital advertising budget into **Facebook** and **Instagram** in 2021. Top ad spends on these channels utilize the carousel feature to display products and encourage viewers to shop for gifts for themselves and loved ones.

shopDisney 6 hrs · 🌐

Explore magic just for you!



Disney Maps: A Magical Atlas of... [Shop Now](#)




Disneyland "Pirates in the Park" Dr...


Spend: **\$589K** | Imp.: **57M** | CPM: **\$10.3**
[Click to view](#)

shopDisney 10 mins · 🌐

Explore magic for you and your entire gift list!



Disney nuiMOs Outfit Black... [Shop now](#)



Cinderella Fan Dress for Girls

Spend: **\$559K** | Imp.: **54M** | CPM: **\$10.4**
[Click to view](#)

shopDisney 8 mins · 🌐

Sandy Claws thought these may make spirits bright!



Hocus Pocus Reversible Long... [Shop Now](#)



Headless Horseman Disr

Spend: **\$337K** | Imp.: **33M** | CPM: **\$10.4**
[Click to view](#)



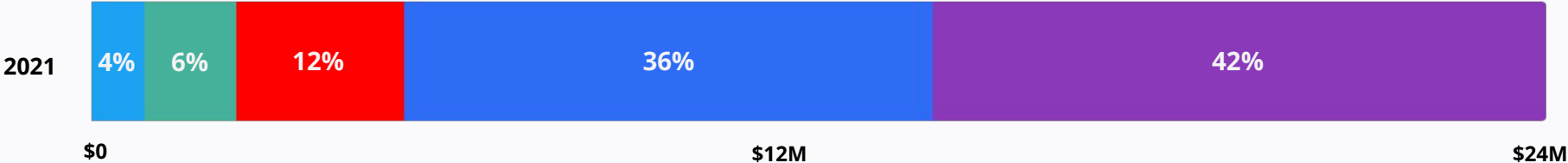


In 2021, **Mattel** spent **42%** of its total digital advertising budget on **Instagram**. Into the second half of 2021, Mattel increased all its channel spends with the highest increase in **YouTube (+542%)** from \$369 to \$2.3M followed by **Facebook (+470%)** from \$1.3M to \$7.3M.

Total Competitive Set 2021 (Jan. — Dec.) Digital Ad Spend: \$24M

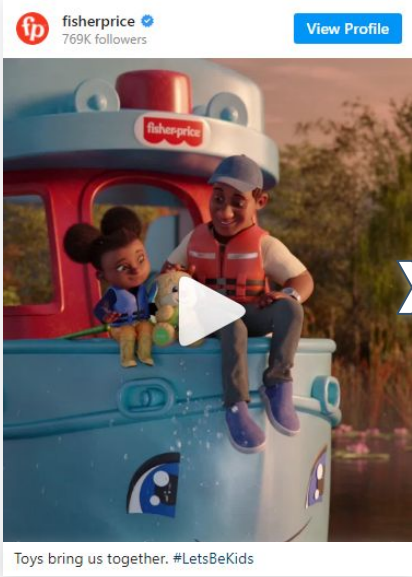
Channel Breakdown:

Twitter	\$875K	Facebook	\$8.6M
Display	\$1.5M	Instagram	\$9.9M
YouTube	\$2.7M		





Mattel invested **+470%** more into **Facebook** in the second half of 2021 for their brands. The top advertising creative for 2021 features an animated reality video focusing on how *“Toys bring us together”*. The video references the different ways parents and children play together.



Spend: **\$394K** | Imp.: **38M** | CPM: **\$10.3**
[Click to view*](#)



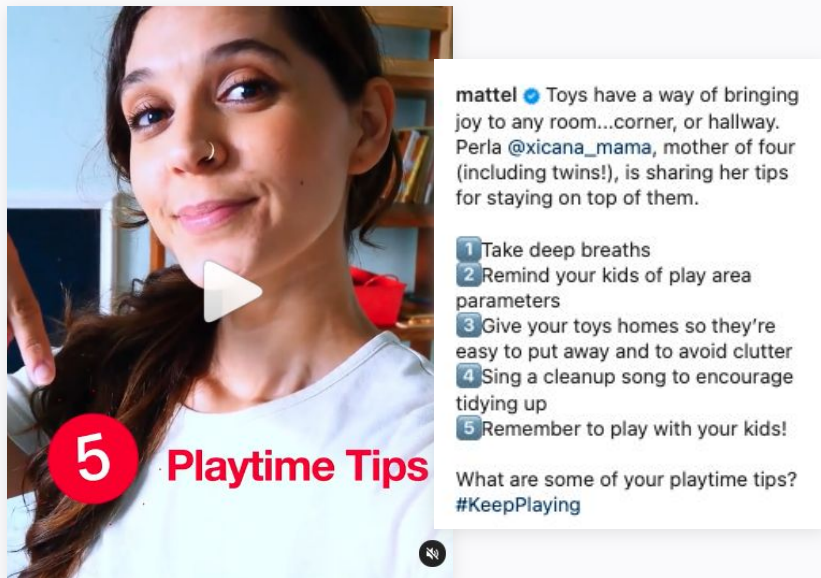
* Ad runs on both Facebook & Instagram, preview only provided for Instagram
 Spend is a directional approximation and does not include retargeting, or behavioural targeting.
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Mattel invested **42%** of their budget into **Instagram** in 2021 for their brands. Mattel experimented with two influencer sponsored posts. One for Barbie with [@laurenluendyk](#) (1.2M followers) and one for the Mattel brand with [@xicana mama](#) (8.2K followers), both creators share family-based content.



Spend: **\$87K** | Imp.: **8.3M** | CPM: **\$10.5**
[Click to view*](#)



Spend: **\$50K** | Imp.: **4.7M** | CPM: **\$10.5**
[Click to view](#)

* Ad runs on both Facebook & Instagram, preview only provided for Facebook
 Spend is a directional approximation and does not include retargeting, or behavioural targeting.



In 2021, **Squishable** spent **61%** of its total digital advertising budget to run **Facebook** ads. Into the second half of 2021, Squishable decreased Facebook, Instagram and Search advertising spends with the largest decrease in **Search** ads at **-78%**. Twitter was introduced in December 2021 with a total spend of **\$388** (0.01% of the 2021 budget).

Total 2021 (Jan. — Dec.) Digital Ad Spend: \$6.8M

Channel Breakdown:

● Twitter	\$388	● Search	\$203K	● Instagram	\$2.4M	● Facebook	\$4.2M
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Squishable invested **61%** (\$4.2M) of its digital advertising budget into **Facebook** in 2021. Top advertising creative on Facebook features product shot imagery with a brief description of the product. **70%** of the top 10 ad spends on Facebook in 2021 promote pre-orders.



Squishable.com ✓
24 February at 19:28 · 🌐

The highly anticipated Mini Baphomet is now up for preorder 🙄

★ Preorder Here:
https://www.squishable.com/squishables/opensquish_baphomet_302252.html ★



Spend: **\$411K** | Imp.: **45M** | CPM: **\$9.1**
[Click to view](#)



Squishable.com ✓
March 4 at 4:12 PM · 🌐

Summon a fuzzy friend! The Mini Baphomet is available for Preorder, due early summer!



SQUISHABLE.COM
Mini Squishable Baphomet
Hug them.

[LEARN MORE](#)

Spend: **\$395K** | Imp.: **42M** | CPM: **\$9.4**
[Click to view](#)



Squishable.com ✓
October 2 at 8:08 PM · 🌐

Quarantine with a fuzzy friend! The Plague Nurse is available for preorder, due this winter!



SQUISHABLE.COM
Mini Squishable Plague Nurse
Check out the deal on Mini Squishable ...

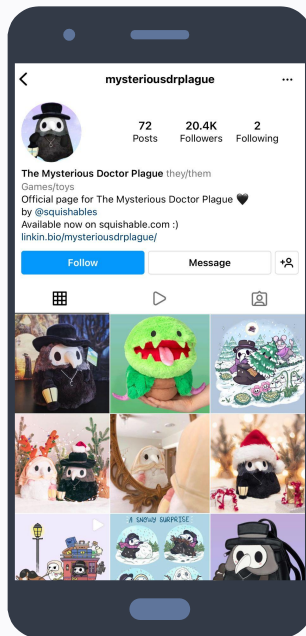
[LEARN MORE](#)

Spend: **\$201K** | Imp.: **21M** | CPM: **\$9.7**
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Squishable also invested **36%** (\$2.5M) of its digital advertising into **Instagram** in 2021. The top ad spend for Instagram in 2021 encourages viewers to *“Enter the curious world of the Mysterious Doctor Plague!”* Squishable personified a relevant toy to the climate of COVID and built an online presence for it through it’s own personal Instagram account and landing page.



Spend: **\$152K** | Imp.: **16M** | CPM: **\$9.6**
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In 2021, **Ty, Inc.** spent **62%** of its total digital advertising budget on **Facebook**. Into the second half of 2021, Ty, Inc. increased its **Facebook** spend by **+76%** and decreased its **Search** and **Instagram** spend by **-55%** and **-46%** respectively.

Total 2021 (Jan. — Dec.) Digital Ad Spend: \$4M

Channel Breakdown:

● Search	\$59K	● Instagram	\$1.4M	● Facebook	\$2.5M
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Ty, Inc. invested **62%** (\$2.5M) of its digital advertising budget into Facebook in 2021. Ty, Inc. uses incentive-based creatives and holiday themes to advertise to viewers. The top ad spend for Facebook in 2021 is a social initiative stating that 100% of profits on the Max 'Beanie Baby' will go to the NEXT for AUTISM charity.

ty Ty
May 10 at 1:25 PM · 🌐

Meet our adorable new friend, Max! 100% of Profits from Max the dog will be donated to NEXT for AUTISM. ❤️ 🐾

ty BEANIE BABIES
NEXT for AUTISM

Hi, I'm Max!

\$6.99
+FREE U.S. SHIPPING

SHOP.TY.COM
100% of Profits Donated
Your purchase makes a difference.

SHOP NOW

Spend: **\$231K** | Imp.: **25M** | CPM: **\$9.3**
[Click to view](#)

We are AIR SHIPPING all products for the holidays. In stock everywhere with ZERO price increase!

Local speciality stores, drug stores, grocery stores, and convenience stores will have all your favorite Ty products, including new Christmas items. Also shop online at ty.com with FREE shipping.

ty

CHRISTMAS ISN'T CANCELLED

SHOP.TY.COM
Air Shipping with ZERO price increase

SHOP NOW

Spend: **\$95K** | Imp.: **9.1M** | CPM: **\$10.4**
[Click to view](#)

ty Ty
10 hrs · 🌐

Peep peep 🐣 these lovable Easter Ty plushies! Shop them all today.

ty EASTER
STARTING AT
\$4.99
+FREE SHIPPING

SHOP.TY.COM
Shop Ty Easter Collection
Get yours today.

SHOP NOW

Spend: **\$12K** | Imp.: **1.2M** | CPM: **\$9.7**
[Click to view](#)

Giftng in 2022

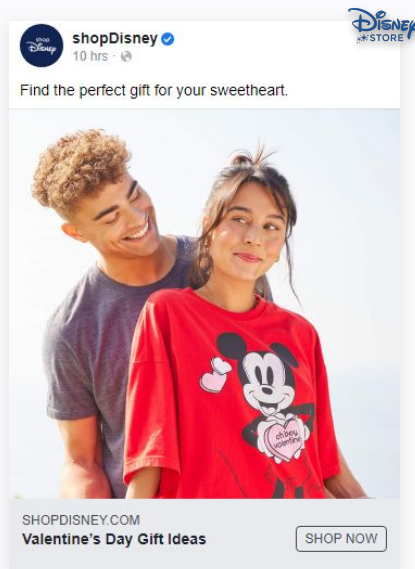
Into January 2022, only **Disney Store**, **LEGO** and **Squishable** are running gifting ads for general gifting ideas and Valentine's Day.

Both Disney Store and Squishable are focusing their gifting ad messaging toward Facebook & Instagram, while Lego is focusing on Display networks.



Spend: **\$200** | Imp.: **95K** | CPM: **\$2.1**

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Spend: **\$24K** | Imp.: **2.6M** | CPM: **\$9.1**

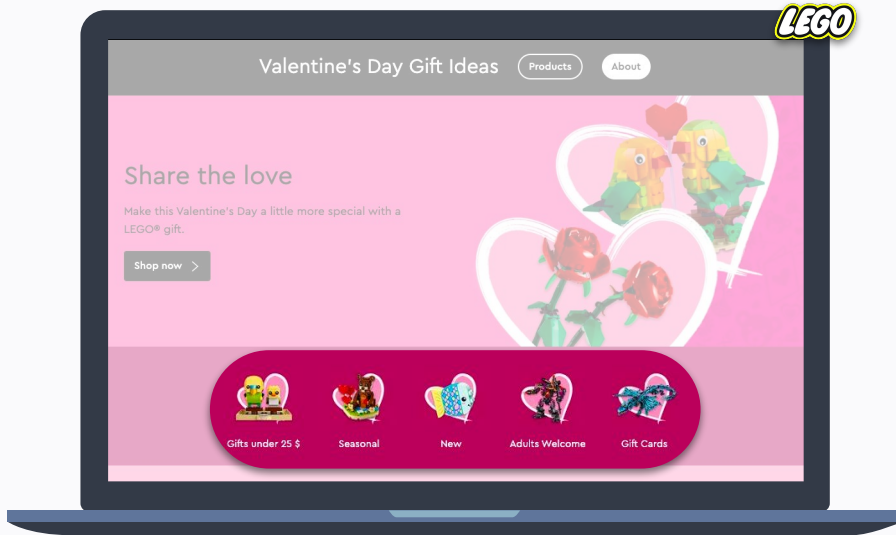
[Click to view](#)



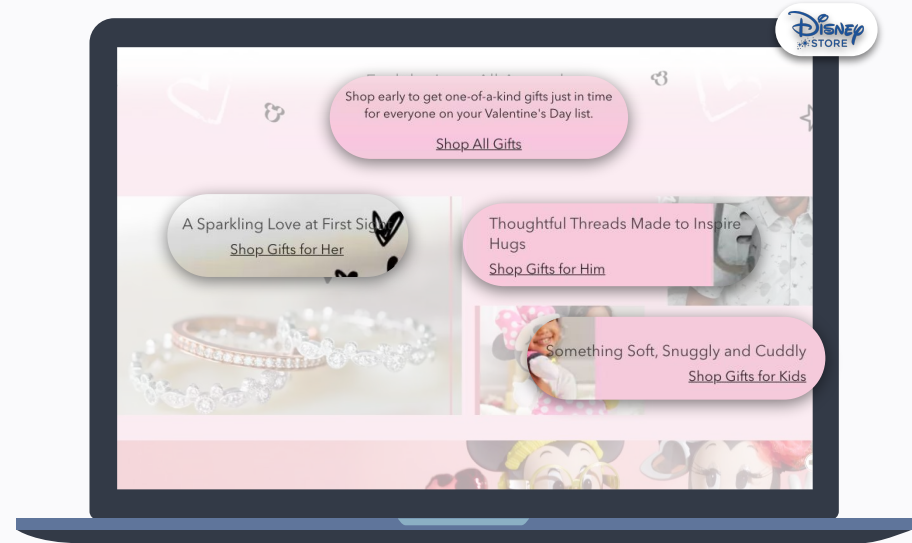
Spend: **\$900** | Imp.: **112K** | CPM: **\$8**

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LEGO and **Disney Store** currently have the most robust **gifting landing pages** for Valentine's Day out of the competitive set. Both landing pages feature segmentation for different gift types so that viewers can easily navigate to find appropriate gifts.



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Offering Frequent Deals

Currently **Squishable** is the only brand offering many deals over a short period of time.

From July 2021 to mid January 2022, Squishable has hosted an average of **5 promotions a month** communicated through email marketing.

Deals range from bundles (3 for 2), to site discounts, and free shipping. Not all promotions are limited to one day.

Bundle Deals



Three things are better than two things! Except in situations like "hungry sharks are attacking you", which let's be honest, is kind of an edge case. So if you would like three things, and would like to pay only for two of them, then this is the sale for you!

From now until Monday night, 1/17/21 at 11:59PM PST, all **Minis** will be on special 3-for-2 sale! Add three Minis to your cart, use this coupon code at checkout, and the cost of the third Mini will magically disappear! Indeed!

22% Read Rate

[Click to view](#)

Site Discounts



So there I was, chewing some straw, making oinking/mooing/bahhhing noises, and trying to decide if I should graze the other part of the hill or return to the barn, when I had an amazing realization. I'm on

33% Read Rate

[Click to view](#)

Free Shipping



Goodbyes can be sucky. But they don't have to be! Hold on to the lovely memories you have, like staying in on snow days, laughing at the Squishable emails you've been reading the past few years, or getting something awesome from the website with free shipping! And you'll want to make that last memory before **free shipping** (to the cont. U.S.) on the site ends **tonight** at 11:59PM PST. Woo!

ENJOY!➔



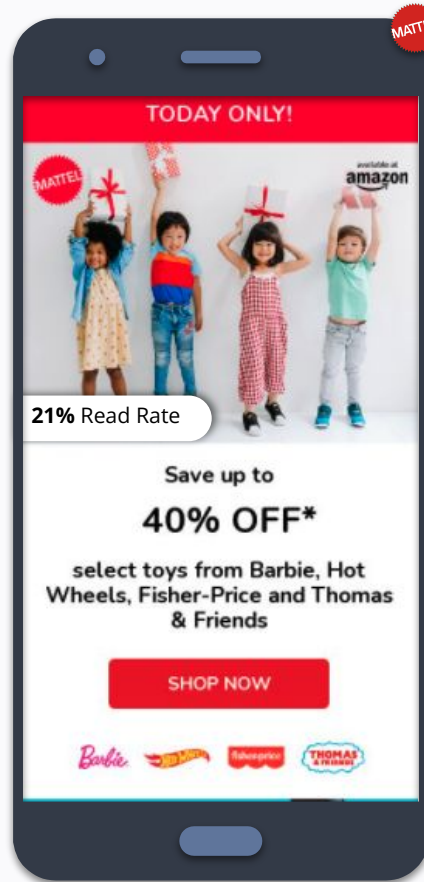
10% Read Rate

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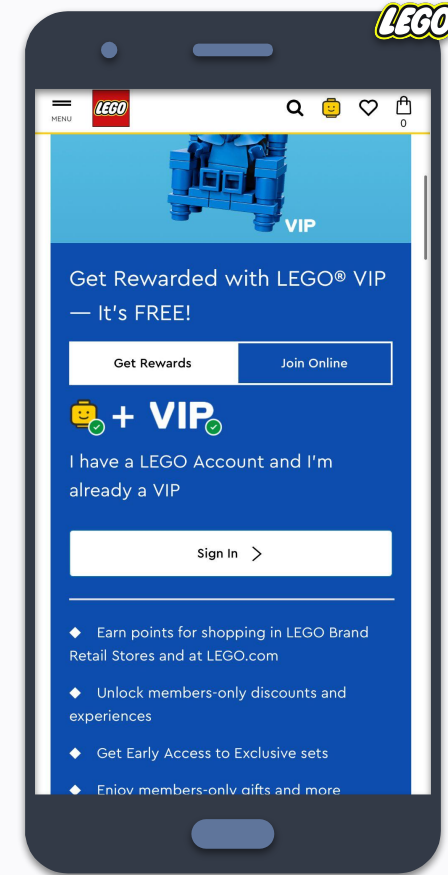
Promotion Alternatives

Most competitors in this set do not offer daily deals but will occasionally communicate one day sales via email or through their rewards programs.

Mattel uses **email marketing** to communicate flash sales on a variety of brands. **LEGO** uses their **VIP reward program landing page** to incentivize increased life time value amongst customers and make them part of a broader community while offering exclusive discounts.



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