

UNiDAYS creator marketing solutions boost Canon's new customer engagement by 9%

## The Challenge

Canon sought an attention-grabbing campaign to promote its Canon Zoemini range amongst a core target customer base of students during the busy holiday season in December 2022, one of the peak shopping periods for Gen Z.

With a desire to create a buzz and build awareness of this offering, Canon wanted to leverage the power of UNiDAYS' marketplace, a trusted platform of 28M+ Gen Z members worldwide, to drive sales and better connect with Gen Z.



## The Solution

With this clear challenge ahead, **UNiDAYS** set out to showcase the range as a device made for Gen Z, their desire for creativity and an on-trend lifestyle. Partnering with a key influencer, Emma Neill, **UNiDAYS** leveraged the power of creator marketing to bring Canon Zoemini to Gen Z directly on the platforms they love.

Building authentic, organic content to raise awareness and boost conversion, our chosen creator positioned the Canon Zoemini range as a device for the next generation of social content creators, creative thinkers and trend setters.

## The Results

**3M** Campaign impressions

**2.6M** Views

**2 in 3** Engagements from new customers

