

OBJECTIVE

To raise awareness and drive sales for Screenmobile locally and nationally as the country's leader in screen related products.

APPROACH



SOCIAL MEDIA
CONTEST



DIGITAL
SUBMISSION
PLATFORM



PAID &
ORGANIC
SOCIAL MEDIA



TV NEWS
PUBLICITY

“We can’t believe how many photo submissions came in through the Love Your Pets campaign this year – engagement was through the roof! All Points gave us the support we needed to make this a success by growing our presence on social media and garnering awareness for the brand.”

*Scott Walker, Screenmobile
President & CEO*

RESULTS



1,054
TOTAL ENTRIES

77,339
SOCIAL MEDIA IMPRESSIONS

1,316,432
PRESS IMPRESSIONS

THE POINT



**INCREASED
FACEBOOK
FOLLOWING
BY 20%**



**RAISED AVERAGE
DAILY FACEBOOK
ENGAGEMENT
BY 900%**



**GREW AVERAGE
DAILY FACEBOOK
REACH BY 71%**



**BOOSTED AVERAGE
FACEBOOK POST
CLICKS BY 3,900%**