

CANADIAN

Fabricating & Welding

BRAND PARTNERSHIP SPRINT

Let's Create a Partnership.

This one-week opportunity leverages a tailored digital experience to get eyes on your latest product. Using the framing and voice of Canadian Fabricating & Welding, we'll work with you on making sure key decision-makers are getting a high-impact experience.

TELL YOUR BRAND'S STORY WITH CANADIAN FABRICATING & WELDING.

AVERAGE RESULTS*



Thru-Plays: 67,277
(15 seconds or more)



50% Views: 89,649



Social Reach: 132,944



Social Impressions: 221,286



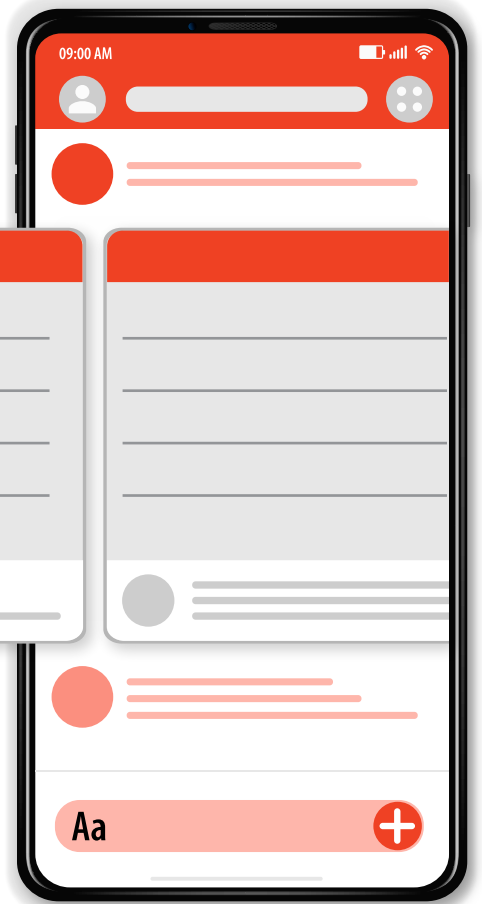
Email Opens: 1,330

BRAND PARTNERSHIP SPRINT

Choose the platform that's right for your brand - **Facebook or LinkedIn** - or utilize both.

Digital Element
Content Media
Organic Social Media Post
Email
Social Media Paid
Performance Report

Frequency Total
1
1
1
Duration
End



CASE STUDY: Brand Partnership Video

Video content at 0:28 playtime.

- Sprint length: 1 week
- More than 165,000 people watched at least 15 seconds of the video.
- 1,302 people opened the email. (34% open rate)
- 234,487 people saw the content on Facebook.

BRAND PARTNERSHIP SPRINT GUIDELINES

For content media, we recommend using a video or article.

Video Guidelines:

- Video content for Brand Partnership Sprints should be 30 seconds or less if it is only promoting a product (commercial content) and there should be a clear call to action (CTA).
- Video content longer than 1 minute should answer the question "how does this product/ad solve a customer's problem?"

Article Guidelines:

- Article content for Brand Partnership Sprints should be original content written for this program.
- Articles used for Brand Partnership Sprints should not be posted anywhere else online prior to or after the Sprint.

General Guidelines:

- For the Facebook Brand Partnership Sprint, sponsor must have a Facebook page that we can tag as a branded content partner.
- For the LinkedIn Brand Partnership Sprint, sponsor must have a LinkedIn page that we can tag as a branded content partner.