

# Boosting Awareness

## With Video and Native Content in Vancouver

### OVERVIEW

Kerrisdale Lumber – a family-owned business with 99 years of history in Vancouver – was preparing to launch a second location to meet growing demand. To support the expansion, they needed a trusted partner to generate awareness, drive traffic, and engage both new and existing customers.

### APPROACH

Postmedia created an integrated campaign build around the strength of the Vancouver Sun's trusted brand. The strategy included custom-written sponsored content, paired with strategically placed branded videos to amplify awareness of the new store.

Postmedia also used first-party data and contextual targeting to reach geo-specific audiences and secured 100% share of voice on relevant digital sections like Home and Life. Facebook ads extended reach and supported multi-touchpoint engagement throughout the campaign.

### CONCLUSION

The campaign delivered impressive results across all channels – especially in video. The YouTube ad achieved a 76% retention rate, and users spend double the average time on the sponsored story page. Facebook ads and on-network native ads significantly outperformed benchmarks in both engagement and clickthrough rate, helping ensure a strong store launch for Kerrisdale Lumber.

# 76%

YOUTUBE RETENTION RATE

# 5x

HIGHER ENGAGEMENT RATE  
FACEBOOK ADS

# 6x

HIGHER CTR  
ON-NETWORK NATIVE ADS

— THE —  
**KERRISDALE LUMBER**  
Co. Ltd.  
EST. 1921



“Postmedia has kept up and enabled us to reach consumers both through traditional newspapers and online. From innovative digital strategies, and unique print opportunities they have always taken our best interest into consideration.

We enjoy a great honest business relationship, we have great trust in the advice we are getting, and we look forward to many more years of successful business together.”