

CASE STUDY

MEDIAMAGIC & PUUR AND PLAYBOY



Services: Brand and Graphic Design for Social Media and Google Ads Campaigns. Copywriting advertising marketing funnels to get attention, get results, and convince consumers to purchase content, products, and bundles from two brands joint marketing.



Industry: E-Commerce Retail and Media & Entertainment Content Services.



Objective: Develop and Deliver unique, persuasive and convincing advertising campaign creatives and copywriting in marketing funnels that get results selling Playboy Entertainment services bundled with men's PUUR personal care products = SALES. LEADS. Grow Business Today.



Websites: www.playboyplus.com
www.playboy.com/app/home



Website: livepuur.com



WHERE DO YOU WANT TO GROW YOUR BUSINESS TODAY?

www.teammediamagic.com



PROBLEM AND CHALLENGES

they faced before they came to the MediaMagic Team for Help

Both PUUR and Playboy needed revenue growth. Playboy also needed to consolidate and design brilliant campaigns to relaunch the Playboy App (Centerfold) and compete with OnlyFans and other content platform services.

SOLUTION AND RESULTS



MediaMagic created compelling creatives and copywriting hooks, value statements, bundles, and marketing and sales funnels from ad to landing pages, to e-commerce checkout processes. Entire sales funnels and data analytics with event tracking were part of this scope as well. This is ongoing.

CAMPAIGN OVERVIEW



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Want a lifetime
of Playboy Plus and a year
of men's best personal care
products?

BUNDLE UP NOW!

Tap Here



**GET PUUR
BEARD OIL**

AND A PLAYBOY CENTERFOLD
**12 MONTH SUBSCRIPTION
CREDIT**



TO YOUR FAVORITE CONTENT CREATOR

Who needs cable
**WHEN YOU CAN GET PLAYBOY
PLUS AND PUUR**



PUUR



The Perfect Combination

Miami Office

1951 NW 7th Avenue, Suite 600
Miami, FL 33136 United States

Kyiv Office

Secheviih Strelcov str., 12, Kyiv, 02000, Ukraine

www.teammediamagic.com

welcome@teammediamagic.com

thomas@teammediamagic.com



30 MINUTE MEETING



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