



CASE STUDY:

Amazinga
Josip Pavlović
Head of Marketing

WEBSITE:

<https://amazinga.fun/>

INDUSTRY:

Entertainment
Amusement park

COUNTRY:

Croatia

PLATFORMS:

Instagram

USE CASE:

Target localized audience
Drive traffic during slow hours

ABOUT AMAZINGA

Amazinga is an amusement park with a variety of attractions, including the largest trampoline park in Europe, a laser tag arena, a VR park, a climbing zone, escape rooms, and other attractions. Amazinga operates in two separate locations in Zagreb.

The amusement park industry is highly competitive, with businesses striving to differentiate themselves and attract customers through unique experiences and creative marketing, while targeting the same audience in a narrow geographical area (such as the city of Zagreb).

The main advantage of influencer marketing in the entertainment industry is that influencers can provide a first-hand and authentic content about the services and experiences on offer.

MARKETING NEED

The primary marketing need for Amazinga was to increase traffic during typically slow hours on Wednesdays, which occur during school and business hours.

The attraction chosen for marketing was the Axe Throwing Arena. The unique marketing need was to target a highly localized audience at the city level, as more than 90% of visitors come from the city of Zagreb.

"Hypefy is really doing a great job! I'm glad I decided to work with them, as it turned out to be a great move. It's really amazing how everything went smoothly, punctually, and according to plan, given the level of automation involved. Hypefy made it all so simple, and the results alone are a sufficient indicator of successful cooperation."

- Josip Pavlović, Head of Marketing @ Amazinga

CONTENT EXAMPLES:



TARGET AND GOALS

The targeted audience for this campaign was young adults, with a high focus on the metropolitan area of the city of Zagreb, as more than 90% of current Amazinga’s visitors are from Zagreb.

The goal of the marketing campaign was to increase attendance on Wednesdays, which historically has been a slower day of the week. Unique discount codes, 'SR110', were made for influencers in order to better track results.

TARGET

Highly focused on Zagreb
Younger audience
Both genders

GOAL

Increase attendance on
Wednesdays during
business hours

In turn Amazinga used three key metrics to evaluate Hypefy’s performance: Reach, Tag/link clicks and arrivals with “SR110” code

THE FINAL RESULT



1,4k
clicks



133k
Reach/monthly
campaign



3X
More arrivals on
Wednesday

1500€
Budget

79
Reach/EUR

More than 70% of the 133k reached audience was in the Zagreb metropolitan area, which has a total population of 1.1 million people. As a result of the marketing campaign, Amazinga saw a 3x increase in Wednesday arrivals, as well as constant growth in the brand's social media followers.