

DISPLAY ADVERTISING CAMPAIGN FOR LENSKART

Budget: ₹30,000 | Duration: 1 Month

1. 3 key competitors of Hamleys in the Indian market:

- i) funcorp
- ii) Joy Junction
- iii) Toycra

2. Unique Selling Propositions (USPs) of Hamleys

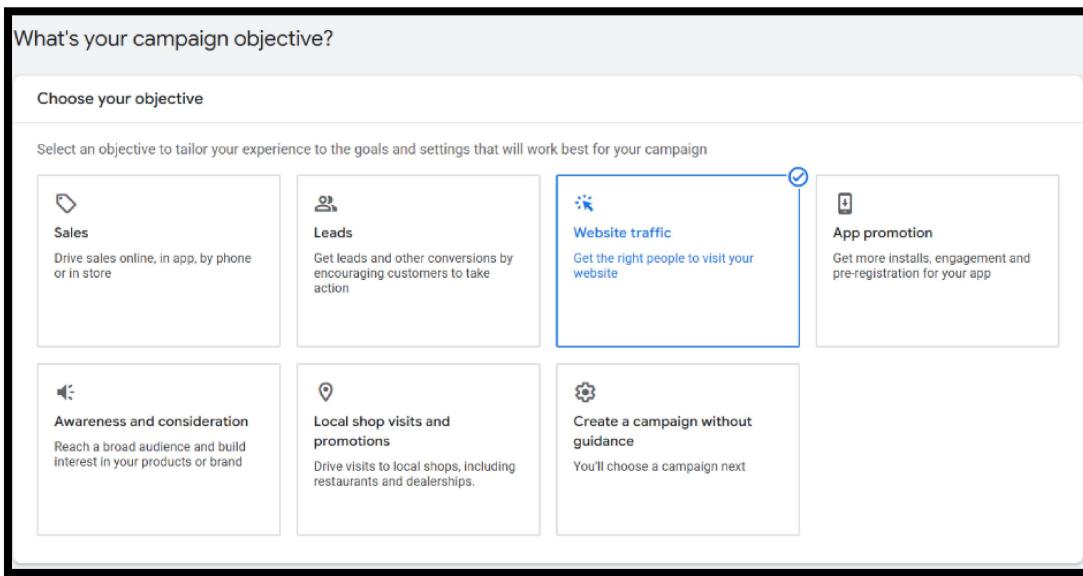
- i) Premium global toy brand known for high-quality, safe, and durable toys.
- ii) Exclusive toy collections not available in regular toy stores or online marketplaces.
- iii) Interactive in-store experience that makes toy shopping fun and memorable for children.
- iv) Strong international brand trust with a focus on safety and joyful play.
- v) Extensive product range covering ride-ons, educational toys, games, collectibles, and more.

3. Campaign Objective: Website Traffic

The goal of this Display Network campaign is to increase visitors to the Hamleys Toyspree Rally Racer product page. Website traffic is the most suitable objective because the campaign aims to drive maximum clicks from relevant audiences and bring them directly to the Hamleys website to explore the product.

4. Google Ads Setup Screenshots:

i) Objective selection screen:



ii) Budget, dates and ad schedule:

Budget and bidding

Budget

Set your average daily budget for this campaign

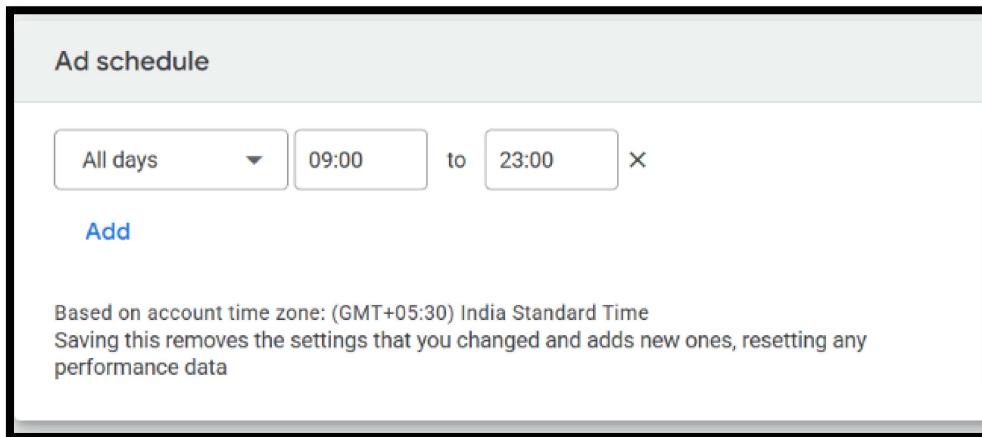
Start and end dates

Start date

End date

None

11 Jan 2026



- iii) List of keywords research for the campaign, with their search volume and competition.

Keyword	Search Volume	Competition
shop toys	50000	High
children toy	50000	High
toy online	50000	Low
toy toys	5000	High
best toy	5000	High
girl toys	5000	High
toys for toddlers	5000	High
baby toys	5000	High
toys website	5000	High
toys store	5000	High
kid toy	500	High
child toy	500	High
games toys	500	Medium
fun toy	500	Medium
childhood toys	500	High
little toys	500	High
playing with toys	500	High
interactive toy	500	High
wooden toys	500	High
toys india	500	High
toy shop online	500	High
toy stores online	500	High
where to buy toys	500	High
buy toys online	500	Medium
kids toys online	50	Medium

iv) Target audience setup:

Audience Segments

Suggest who should see your ads. You can create new segments in [Audience Manager](#). ?

Targeted segments (6)

Who they are
Parents of Primary-Schoolers (5-11 years) + 3 more

What they're actively researching or planning
Baby Activities, Baby & Children's Products

Demographics

Suggest people based on age, gender, parental status or household income ?

Targeted demographics

Age
18 - 24 + 2 more

Household income
Top 10% + 4 more

Keywords

Suggest terms related to your products or services to target relevant websites ⓘ

Targeted keywords (18) 

[Toyspree Rally Racer for Kids] + 17 more

Topics

Suggest webpages, apps and videos about a certain topic ⓘ

Edit targeted topics Done

Search by word, phrase or URL 	4 selected	Clear all
<input type="checkbox"/> Pets & Animals 	People & Society > Family & Relationships > Family > Parenting	
<input type="checkbox"/> Property 	Babies & Toddlers	
<input type="checkbox"/> Reference 	People & Society > Family & Relationships > Family Parenting	
<input type="checkbox"/> Science 	Games	
<input type="checkbox"/> Shopping & Retailers 	Shopping & Retailers	
<input type="checkbox"/> Sports 	Toys	
<input type="checkbox"/> Travel & Transportation 		
<input type="checkbox"/> World Localities 		

Placements

Suggest websites, videos or apps where you'd like to show your ads [?](#)

Edit targeted placements

Browse Enter

Enter multiple placements

Enter placement URLs line by line, or paste in a list.

Add placements

HobbyKidsTV	(X)
Website hopscotch.in	(X)
Website flipkart.com/toys	(X)
Website amazon.in/kids-toys	(X)
Website firstcry.com	(X)

Done

Targeting

People

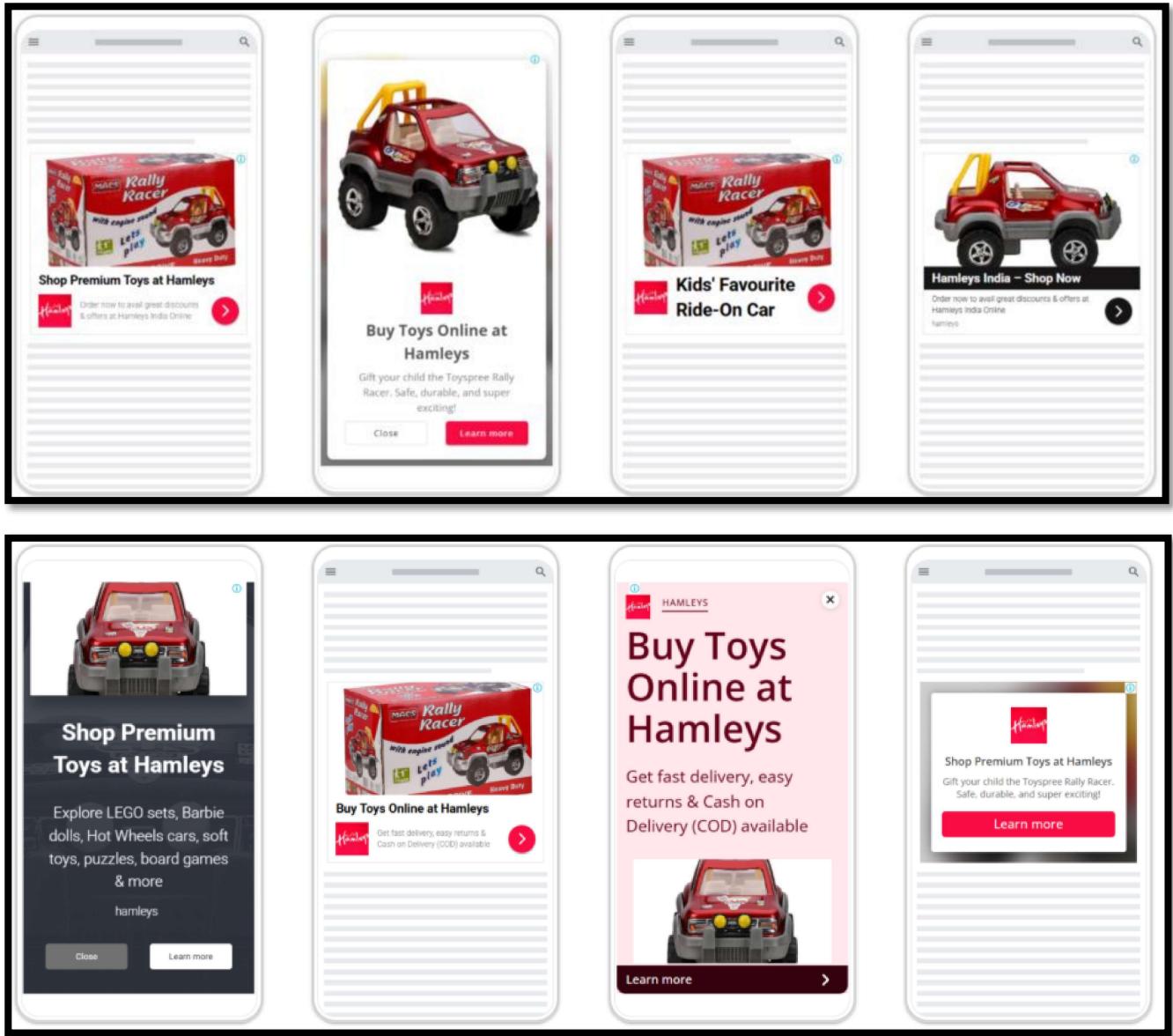
Audience Segments	Parents of Primary-Schoolers (5-11 years) + 5 more	(▼)
Demographics	Age (18 - 24 + 2 more), Household income (41 - 50% + 4 more)	(▼)

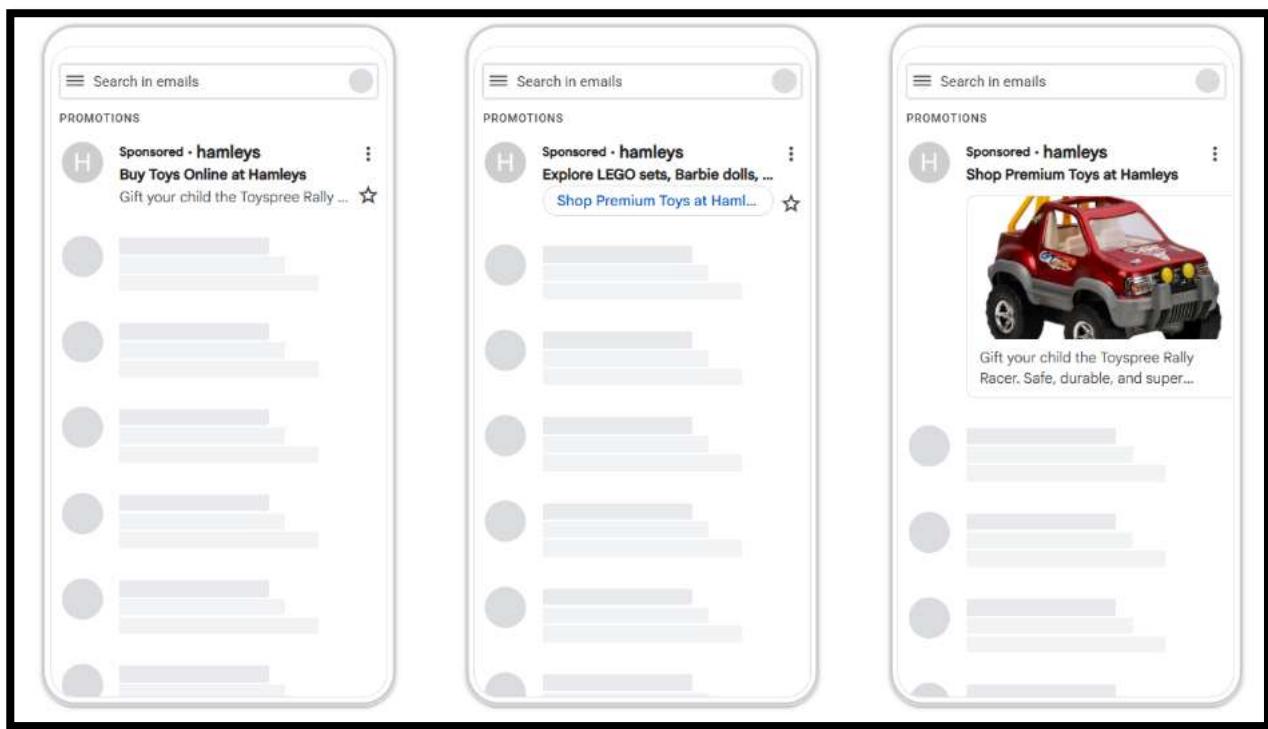
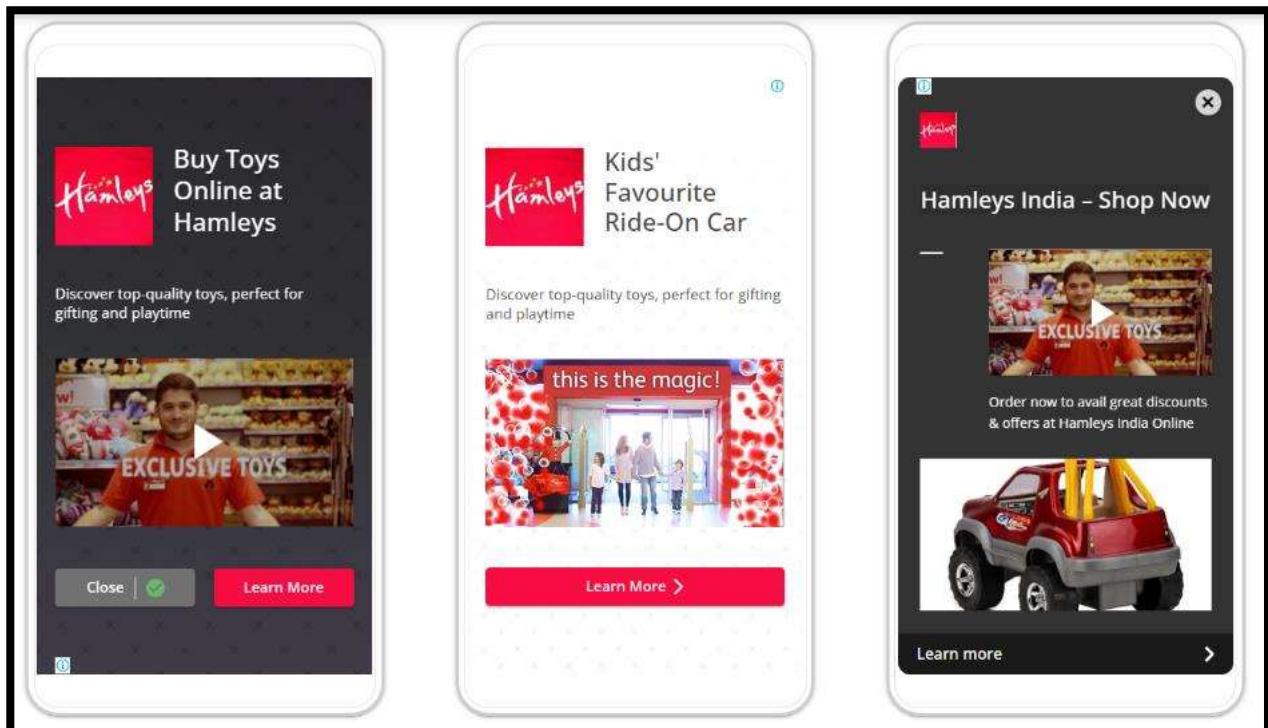
Content

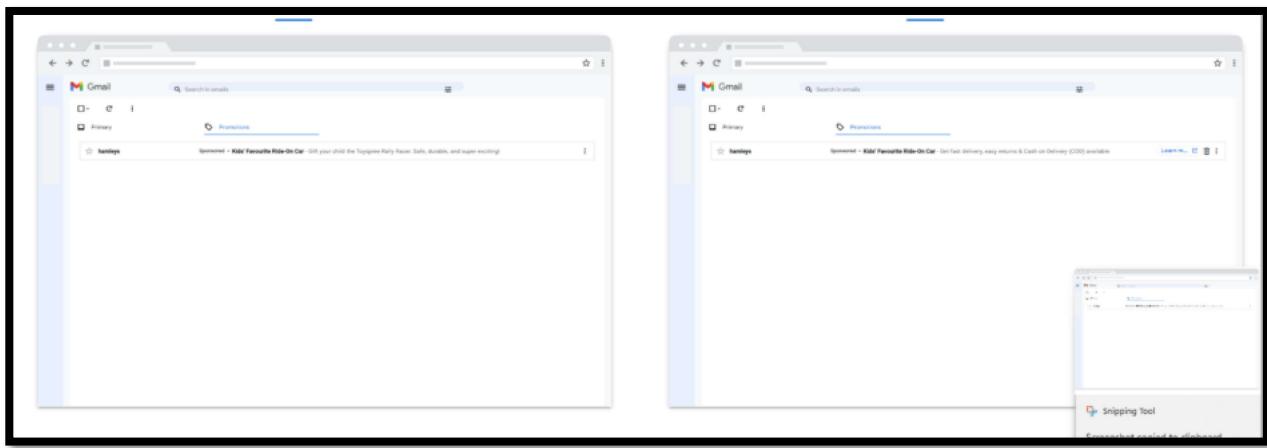
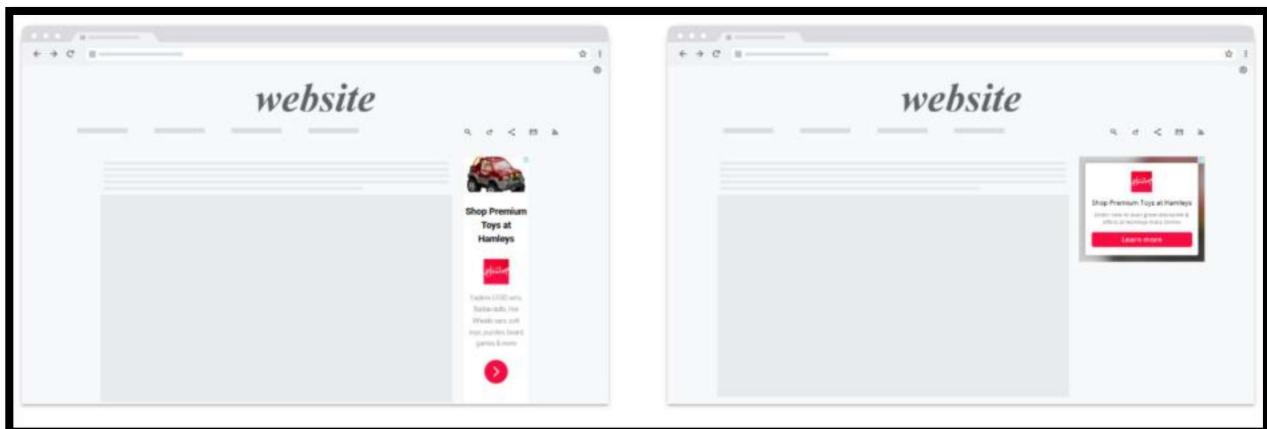
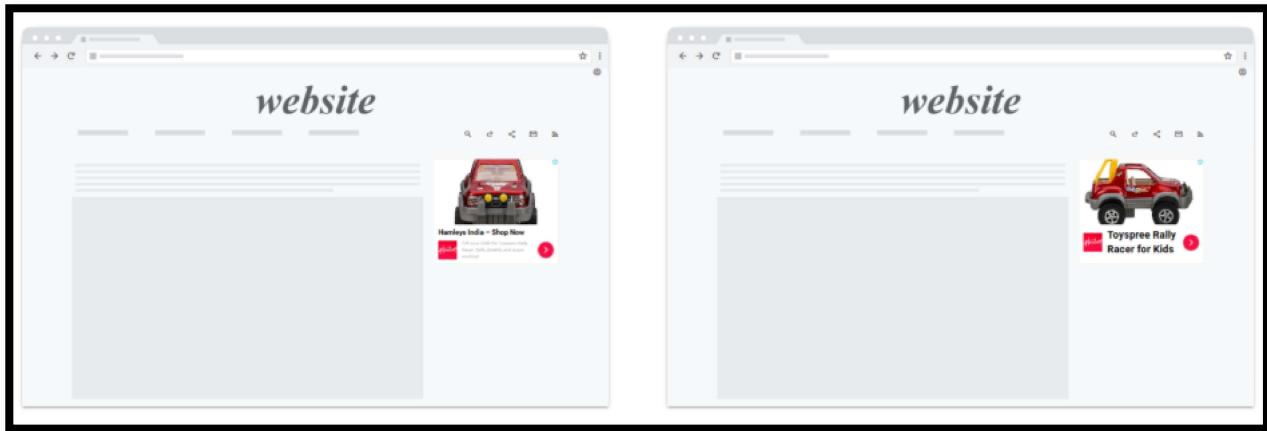
Keywords	"kids electric car" + 17 more	(▼)
Topics	Toys + 3 more	(▼)
Placements	firstcry.com + 16 more	(▼)

Optimised targeting On

v) Screenshot of your Ad creative:







vi) Estimated campaign results:

