

BOOSTING BRAND AWARENESS

CHALLENGE

Where can a prolific CPG brand go when in need of a boost amongst fit-fanatics for its latest energy drink flavor?

SOLUTION

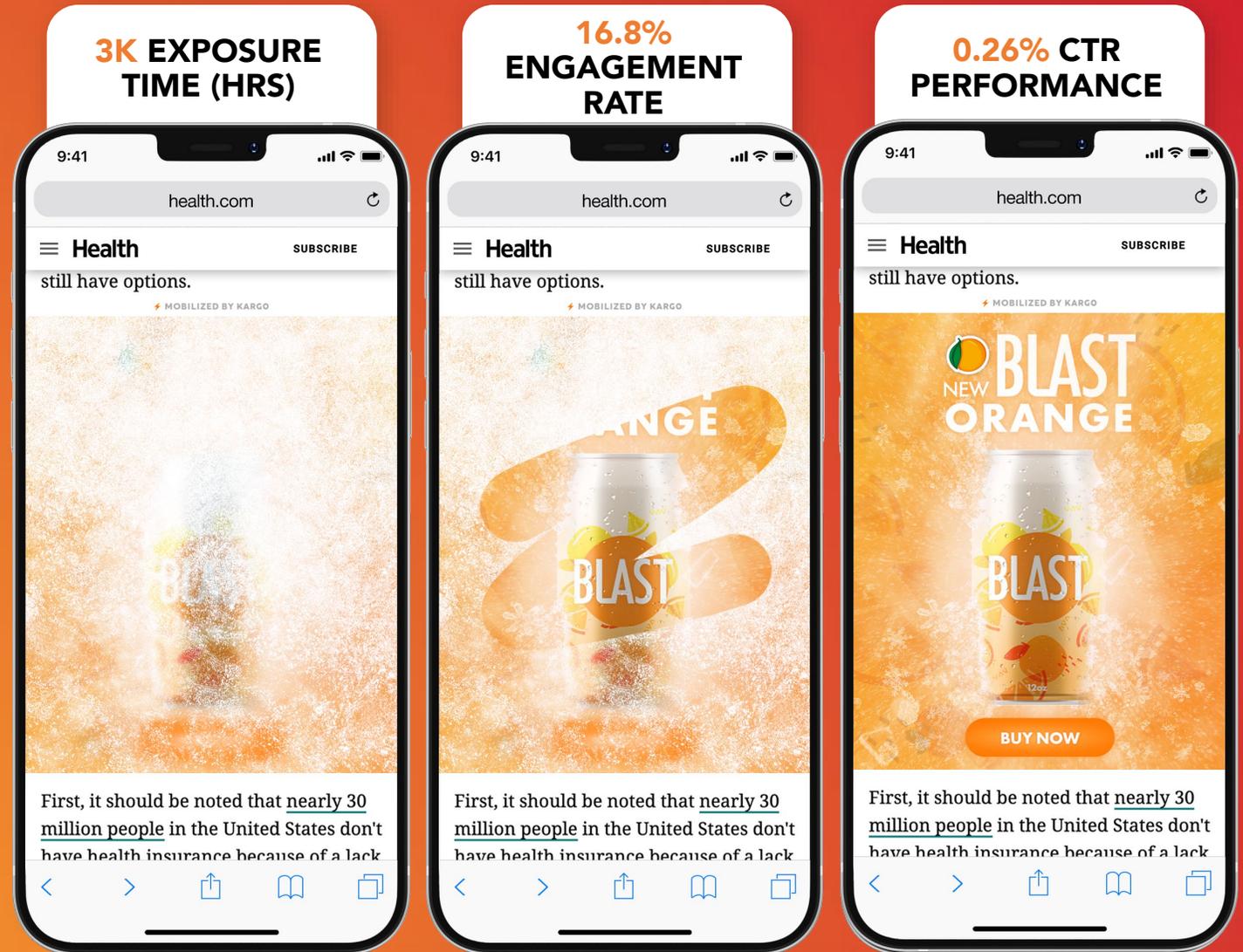
Jog on over to Kargo for premium targeting solutions and award-winning creative! Our design experts leveraged the exclusive **Venti** ad unit to create an engaging experience with a **Wipe Away** execution. This unit tempts the user to swipe their screen to reveal a hidden image of the showcased product.

The creative drove significant lifts in engagement, aided brand awareness, and brand familiarity.

MEASUREMENT PARTNER



Source: Upwave, Kargo Brand Response Q2 2022,
*95% Confidence Level Positive Lift



+7.7% AIDED BRAND AWARENESS

Note: While the overall brand campaign drove 7.7% lift, the Venti to Wipe Away drove 5.4% in lift.

+26.8% CONSIDERATION

Note: Performance above is a result of the overall brand campaign.