

LIFTING SPIRITS

CHALLENGE

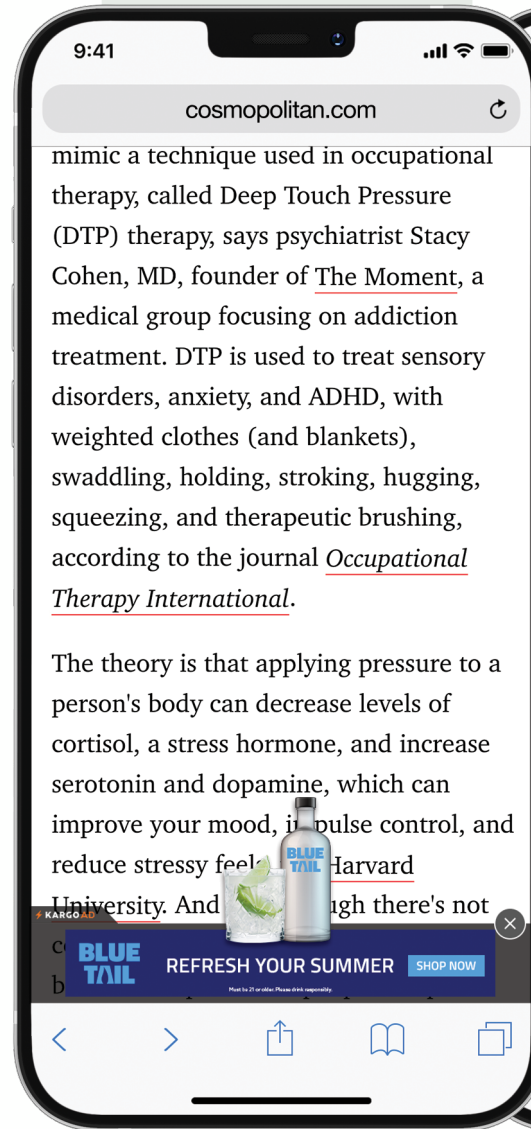
How do you promote the new product innovation for your premium alcohol brand among your target audience?

SOLUTION

You marry beautiful mobile-first creative with premium editorial environments to reach consumers while reading their favorite content! Kargo jazzed up tried-and-true formats with animations to break through the clutter. Brand awareness was measured through a Kargo Brand Response study and the results speak for themselves!

BREAKOUT

2X CTR BENCHMARK



ANIMATED KEY ART

1.9X CTR BENCHMARK



+4.4%

AWARENESS LIFT

+4.4%

CONSIDERATION LIFT

+3.3%

AD RECALL LIFT