## 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



mimic a technique used in occupational therapy, called Deep Touch Pressure (DTP) therapy, says psychiatrist Stacy Cohen, MD, founder of <u>The Moment</u>, a medical group focusing on addiction treatment. DTP is used to treat sensory disorders, anxiety, and ADHD, with weighted clothes (and blankets), swaddling, holding, stroking, hugging, squeezing, and therapeutic brushing, according to the journal <u>Occupational</u> *Therapy International*.

The theory is that applying pressure to a person's body can decrease levels of cortisol, a stress hormone, and increase serotonin and dopamine, which can improve your mood, it pulse control, and reduce stressy feel and Harvard Igh there's not the stress of the stress

at if the scourge of false news on the rnet is not the result of Russian operatives artisan zealots or computer-controlled s? What if the main problem is us?

MOBILIZED BY KARGO

**ANIMATED KEY ART** 

1.9X CTR BENCHMARK



ple are the principal culprits, according to <u>aw study</u> examining the flow of stories on tter. And people, the study's authors also , prefer false news.

at if the scourge of false news on the



+4.4%

