

LIFTING SPIRITS

CHALLENGE

How do you drive awareness for a premium alcohol brand among your target audience?

SOLUTION

You mix beautiful mobile-first creative with premium editorial environments to reach consumers while reading their favorite content! Kargo spiked tried-and-true formats with cinemagraph animation and scroll-reactive functionality to break through the clutter. Effectiveness was measured through Research Now and after seeing the results it's safe to say we helped the brand quench their target audience!

MEASUREMENT PARTNER



Source: Research Now Study, Sept. 2017, *Statistically Significant Difference at 90%



SIDEKICK
livestrong.com
rich diet may help you feel more energized as you replace processed animal products like bacon and deli meats with filling whole foods like produce, whole grains and nuts and seeds.
But, there's a catch. Taking animal products off your plate also means you might lose out on certain nutrients. Take iron, for example. While the important nutrient is present in plant foods like spinach and soybeans as non-heme iron, it's significantly more bioavailable when it comes from animals (in the form of both heme and non-heme iron).
Here's why it's so important to get a sufficient amount of iron into your diet: Iron's prime function is to carry oxygen throughout the body, which allows your cells to produce energy. "Low iron can lead to chronic fatigue, hair loss, dizziness, weakness, headaches, pale skin"
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IN-ARTICLE
time.com
By Steve Lohr March 8, 2018
What if the scourge of false news on the internet is not the result of Russian operatives or partisan zealots or computer-controlled bots? What if the main problem is us?
MOBILIZED BY KARGO
BLUE TAIL
BETTER WITH FRIENDS
SHOP NOW
People are the principal culprits, according to a new study examining the flow of stories on Twitter. And people, the study's authors also say, prefer false news.
The researchers, from the Massachusetts

HOVER
food52.com
pressed into a 7-inch springform pan (the perfect size for a 6-quart Instant Pot, FYI) and placed in the freezer. I like a no-bake crust in an IP cheesecake, as turning on the oven when IP'ing just doesn't sit well with me. But if you are "pre-bake or go-home" when it comes to crumb crusts, be my guest (8 minutes at 350°F should do the trick). While the crust chills, softened cream cheese is gently mixed with cornstarch (to prevent cracking), heavy cream (for richness), eggs (for a smooth texture as well as a thickener), brown sugar, vanilla, and salt (all of which marry so beautifully with PB)—and, speaking of which, creamy peanut butter (I'm partial to Skippy). The smooth, dense filling comes together quickly and effortlessly (provided all of your ingredients are at room temp) and is transferred to the crumb-crust pan and lowered into your Instant Pot, for a mere 26 minutes, plus a natural release. After its stint in the fridge, to firm up and chill out, a simple dusting of Dutch-processed cocoa powder is all this baby needs, providing color, flavor, and an excellent camouflage, on the off chance the
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+23% LIFT IN BRAND AWARENESS