

# TOP SHELF PERFORMANCE

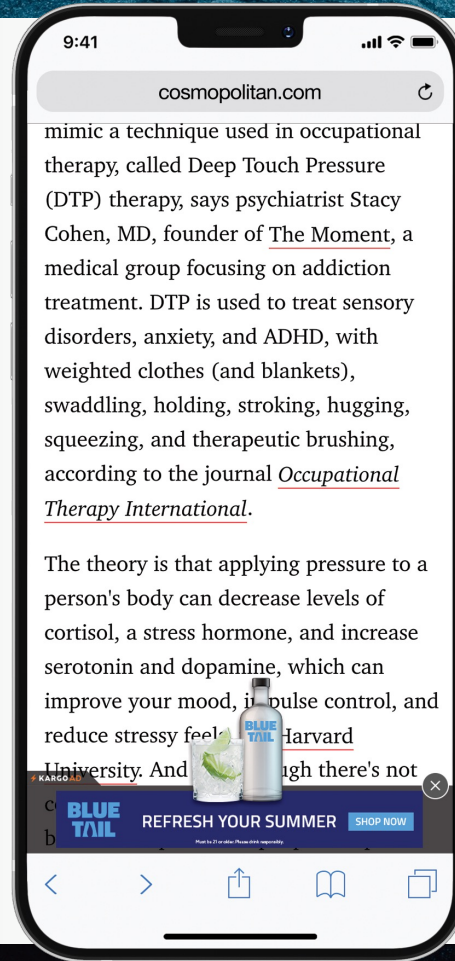
## CHALLENGE

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!

Source: Kargo Brand Response, Q3-Q4 2017, \*95% Confidence Level Positive Lift



**BREAKOUT**  
2X CTR BENCHMARK



**ANIMATED KEY ART**  
1.9X CTR BENCHMARK

**+4.4%**  
AWARENESS LIFT

**+4.4%**  
CONSIDERATION LIFT

**+3.3%**  
AD RECALL LIFT