

SHORT FORM IS THE NEW NORM

CHALLENGE

How do you most effectively drive VCR across mobile for a CPG Personal Care brand when research shows only about :03 seconds of a video is viewed regardless of its duration¹?

SOLUTION

Employ Kargo's proprietary :06 second mobile-first video solution to capture attention and drive awareness! Capitalize on video research and on shrinking attention spans by employing a :06 second Video Anchor to drive above benchmark VCR!

51.8% VCR
Kargo Benchmark: 45%

