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%

1 ? 🗉 3:42 1 🕆 🗖 eonline.com Û eonline.com Û ≡ NEWS SHOWS WATCH NEWS SHOWS WATCH On Monday, Nov. 1, Ryan Reynolds told On Monday, Nov. 1, Ryan Reynolds told The Hollywood Reporter that he's taking a The Hollywood Reporter that he's taking a break from his career to be with the break from his career to be with the women in his life. "I'm just trying to create women in his life. "I'm just trying to create

a little bit more space for my family," the *Free Guy* star said. "You know, you really don't get that time back."

In October, Ryan revealed that he would be taking a break from acting, after completing *Spirited*, Apple TV+'s musical adaptation of Charles Dickens' *A Christmas Carol*. We now know it's so he can spend time with wife Blake Lively and their three

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the *Free Guy* star said. "You know, you really don't get that time back." In October, **Ryan revealed that he would be taking a break from acting**, after completing *Spirited*, Apple TV+'s musical adaptation of Charles Dickens' *A Christmas Carol*. We now know it's so he can spend time with wife **Blake Lively** and their three daughters, **James**, 6, **Inez**, 5, and 2-yearold **Betty**.

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a little bit more space for my family,"

'That's a wrap for me o wrote on Instagram. "N

een ready to say yes

:06 SEC VIDEO ANCHOR

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Sources: 1 MOAT; 2 Kargo Metrics