

SNACK ON THAT

INCREASE YOUR BRAND AWARENESS

CHALLENGE

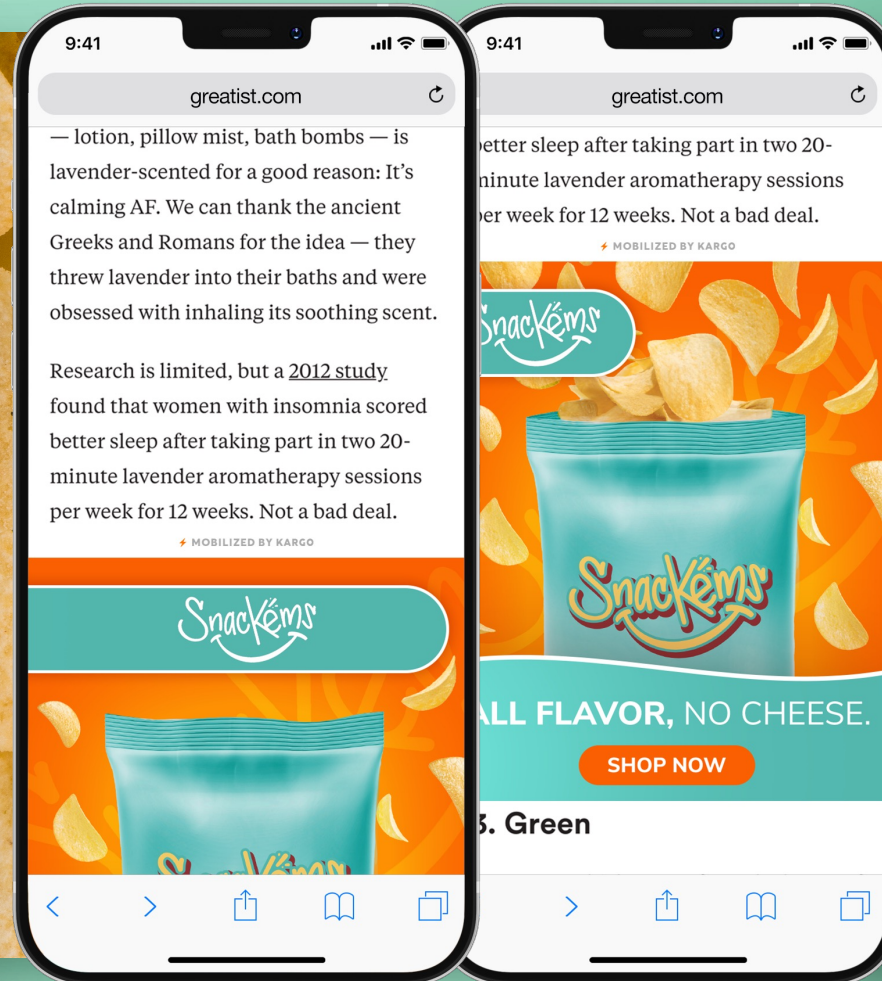
How do you promote and make your new healthy snack brand stand out in a market inundated with similar products?

SOLUTION

You serve up irresistible creative! Kargo cooked up its tried-and-true Spotlight format as well as an **enhanced scroll-reactive version** to reach users while consuming their favorite content!

Brand awareness and ad recall were measured through Research Now and it's safe to say users ate it up!

Source:
Research Now Study, Q2 2018, *Statistically Significant Difference at 90%



SPOTLIGHT

+14%
AD AWARENESS

+16%
AD RECALL

MEASUREMENT PARTNER

