# **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%

9:41 Ċ greatist.com Ċ greatist.com — lotion, pillow mist, bath bombs — is etter sleep after taking part in two 20lavender-scented for a good reason: It's ninute lavender aromatherapy sessions calming AF. We can thank the ancient er week for 12 weeks. Not a bad deal. Greeks and Romans for the idea — they ∳ MOBILIZED BY KARGO threw lavender into their baths and were obsessed with inhaling its soothing scent. Research is limited, but a 2012 study found that women with insomnia scored better sleep after taking part in two 20minute lavender aromatherapy sessions per week for 12 weeks. Not a bad deal. MOBILIZED BY KARGO LL FLAVOR, NO CHEESE. SHOP NOW 3. Green П Г m ſĴ



+16% AD RECALL

### **MEASUREMENT PARTNER**



SPOTLIGHT