

Movie Goer Power Duo

Generate awareness of your film release and drive users to the movie theaters with Kargo's high-impact units.

OBJECTIVE

Drive awareness and movie theater visits for a summer blockbuster release.

SOLUTION

Kargo's power entertainment duo—the Runway and the Venti Video—took the summer blockbuster campaign to the next level. The Venti Video showcased the film's trailer with a short-form video paired with a supporting title treatment, movie release date, and a compelling CTA in the bottom canvas. Coupled with the Venti Video, we leveraged the Runway as Kargo's highly viewable traffic driver to reach moviegoers. The Runway featured the top cast members to generate excitement and take users out of their homes and into the movie theaters.

RUNWAY

1.27%

CTR
Benchmark: 0.82%

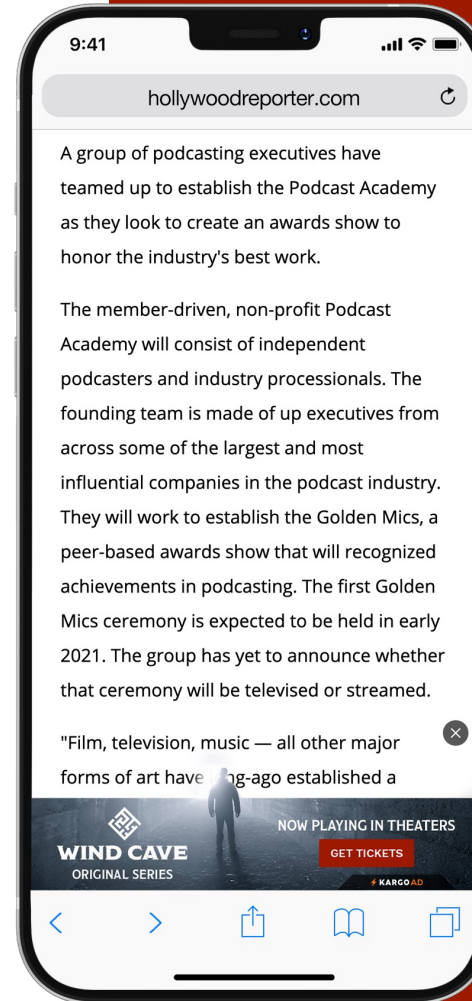
VENTI VIDEO

0.20%

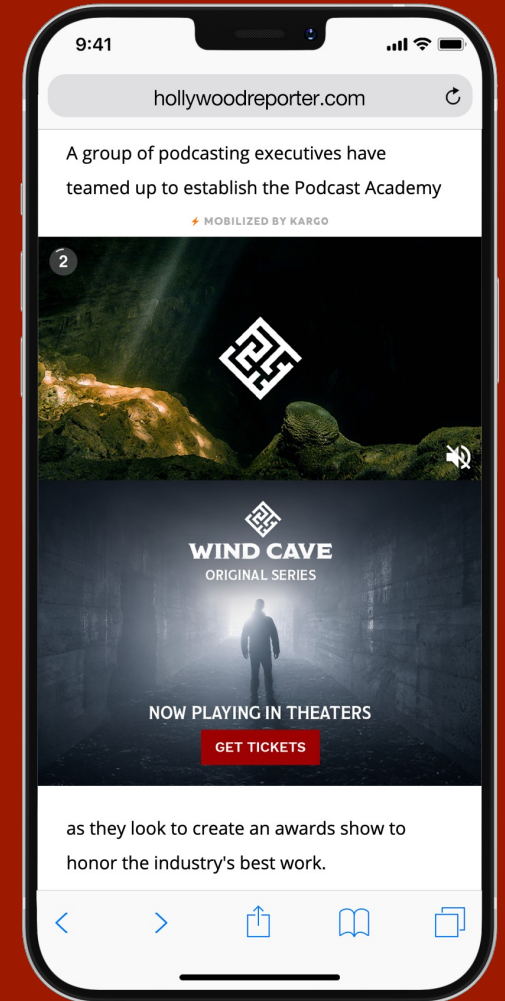
CTR
Benchmark: 0.10%

\$0.04

COST PER VIDEO
COMPLETE



RUNWAY



VENTI VIDEO