DRIVE DIFFERENTIATION WITH

BRANDED TAKEOVER

CHALLENGE

A tech brand sees consistent success with Kargo's high-impact creatives. How could we improve on our strong performance and drive awareness for a new home tech product, while maintaining ease of activation?

SOLUTION

- We supplemented our top-performing Anchor by introducing our above the fold Breakaway solution, which is one of Kargo's top traffic and awareness driving formats.
- Kargo's award-winning creative production team was able to take standard assets and develop them into enhanced custom creative within an efficient 3-round creative process.
- By using turnkey yet custom-designed creatives, we drove positive lift in brand perception across 5 different categories.

MEASUREMENT PARTNER

STANDARD ASSET:





BREAKAWAY

buzzfeed.com **1 BuzzFeed** "We had a great time and we all clicked immediately. The man who I thought was my birth father was amazing and my birth mother and I liked so many of the same things. We made plans to see shows and I was finally going to meet her mother my grandmother and learn about the heritage I never had. Then the 23 and me test came back that I took right before finding her came back. I found my uncle. Originally I thought it was her brother but it wasn't it was my birth fathers brother. But my birth father wasn't the man I met. My brother and I were only half-siblings. Which there is still some tension between us for. My birth mother went ballistic for me called me every name in 🕟 g i was ruining everyone's KARGO Lightweight Notebook

ANCHOR



+19.3%

LIFT IN AD AWARENESS **+7.4%**

LIFT IN FAVORABILITY

7%

LIFT IN PURCHASE INTENT



BRAND STUDY RESULTS

+19.3PT

LIFT IN AD AWARENESS

+7.4PT

LIFT IN FAVORABILITY

+7PT

LIFT IN PURCHASE INTENT

LIFT IN BRAND PERCEPTION:

+11.7PT

"Brings The Latest Technology"

+8.6PT

"Has The Right Products"

+7PT

"Is An Innovative Brand"

SIDEKICK HOVER

