

DRIVE DIFFERENTIATION WITH BRANDED TAKEOVER

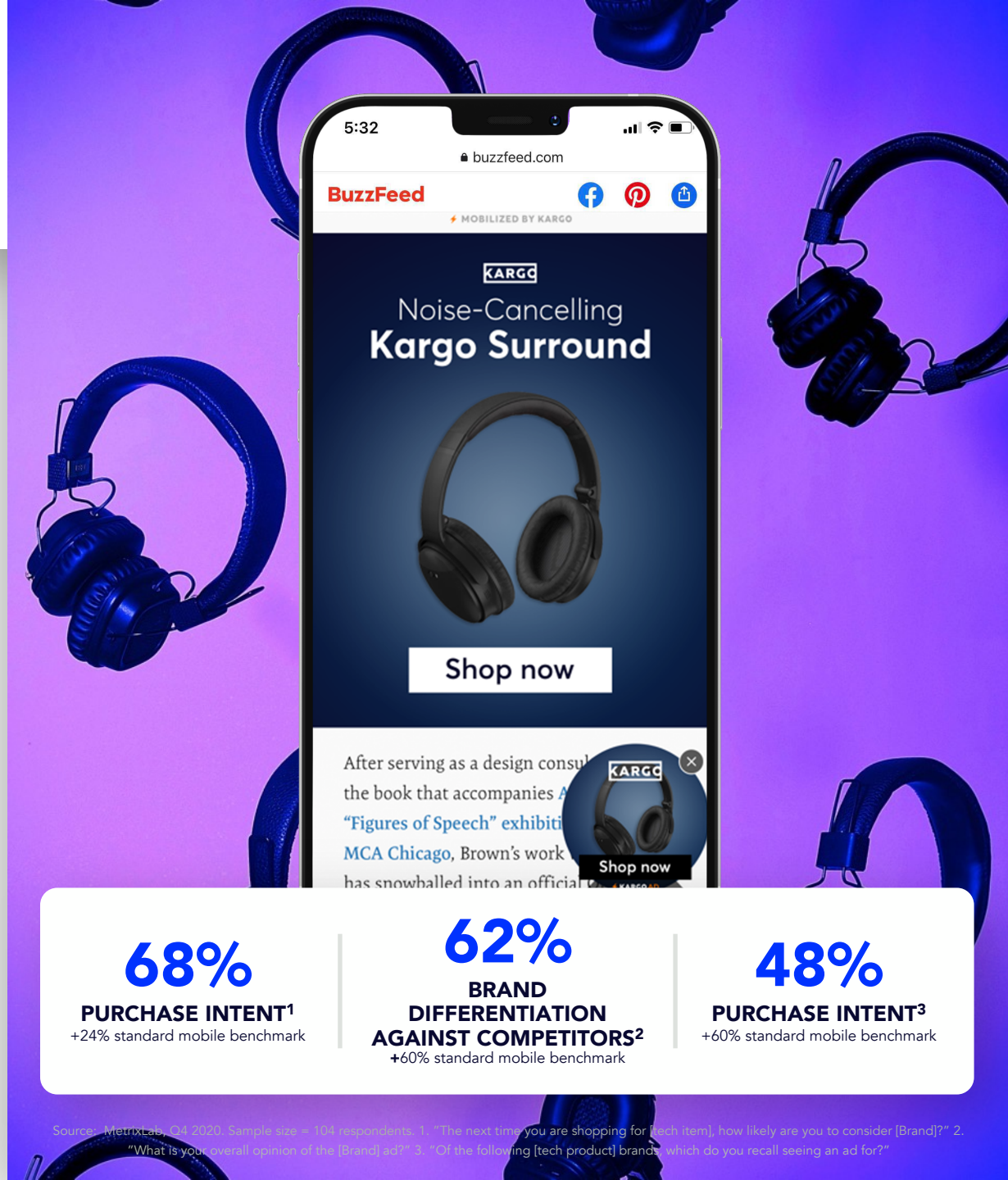
CHALLENGE

How can a tech brand learn how creative formats impact consumer opinion for a new product launch?

SOLUTION

- We leveraged Kargo's exclusive Branded Takeover Package, enabling the brand to own the conversation with 100% page SOV during product launch.
- We measured creative with a Creative Evaluation study in partnership with MetrixLab, which provides insights on attention, memory, reaction and ad effectiveness metrics.
- The Branded Takeover creative drove favorable brand differentiation and intent for the brand: 62% of respondents indicated that the creatives resulted in market differentiation of the product, 40% above the industry mobile benchmark. In addition, 68% indicated ad likeability and 48% indicated purchase intent, performing above benchmark in both cases.

MEASUREMENT PARTNER



68%

PURCHASE INTENT¹
+24% standard mobile benchmark

62%

**BRAND
DIFFERENTIATION
AGAINST COMPETITORS²**
+60% standard mobile benchmark

48%

PURCHASE INTENT³
+60% standard mobile benchmark

Source: MetrixLab, Q4 2020. Sample size = 104 respondents. 1. "The next time you are shopping for [tech item], how likely are you to consider [Brand]?" 2. "What is your overall opinion of the [Brand] ad?" 3. "Of the following [tech product] brands, which do you recall seeing an ad for?"