

CABLE COMEDY TUNE-IN SUCCESS WITH BRANDED TAKEOVER

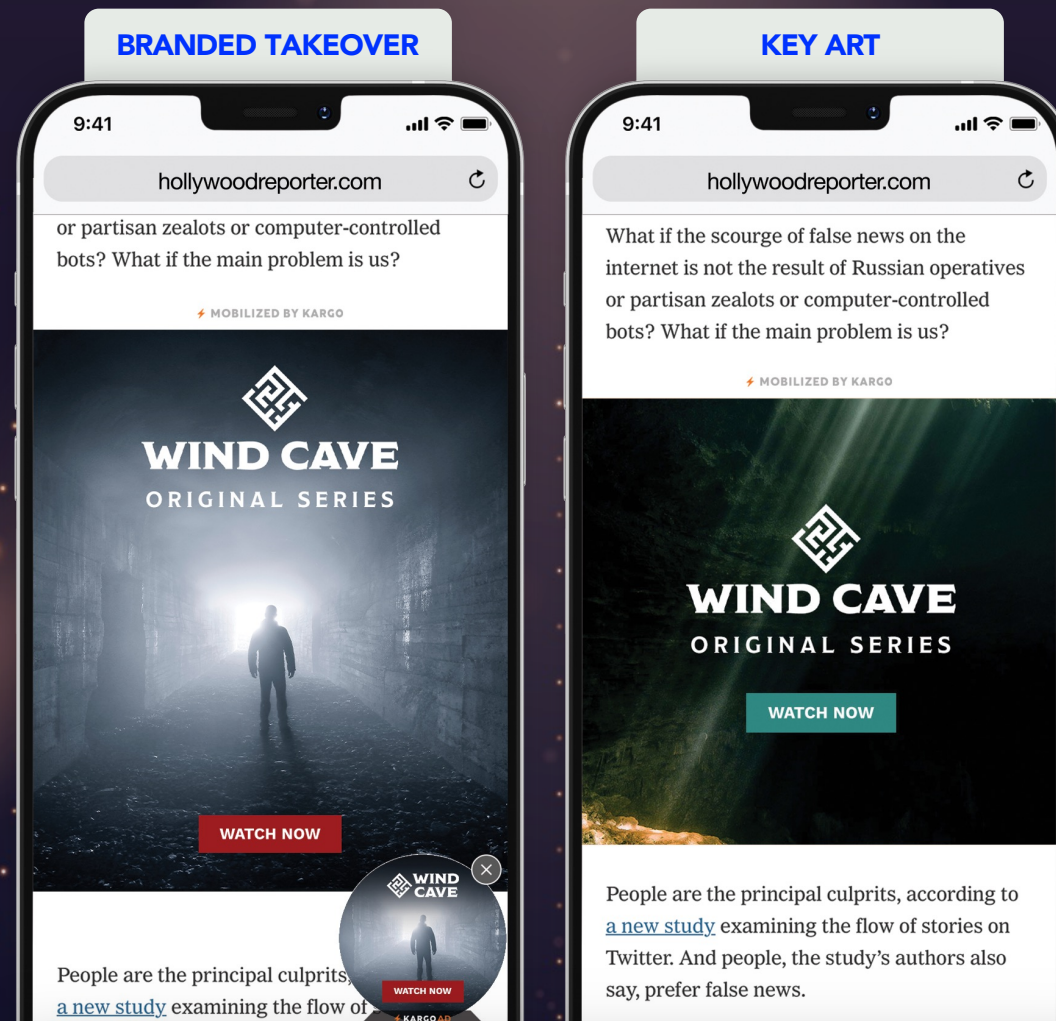
CHALLENGE

A cable network sees consistent success with Kargo's in-article creatives. How could we improve on our strong performance and drive tune-in for the network's brand-new comedy?

SOLUTION

- We upgraded our flighting strategy with a Branded Takeover on premiere day alongside a Key Art, a top awareness driver for the advertiser, across the entire flight with tune-in refreshes.
- By owning 100% page SOV on premiere day, the Branded Takeover drove mass awareness across premium publisher articles and contributed to a 41% lift in viewership.
- The sustainment Key Art creative drove 6% lift in viewership in the week leading to the premiere and 21% lift in the week after the premiere, indicating that pairing the Branded Takeover with awareness-driving in-article media helped drive incremental viewership lift.

MEASUREMENT PARTNER



Total Campaign

5.4M

UNIQUE
HOUSEHOLDS

Branded Takeover

+41%

LIFT IN VIEWERSHIP
on premiere day + 7 days

Key Art

+21%

LIFT IN VIEWERSHIP
in week following premiere