

# CABLE DRAMA TUNE-IN SUCCESS WITH BRANDED TAKEOVER

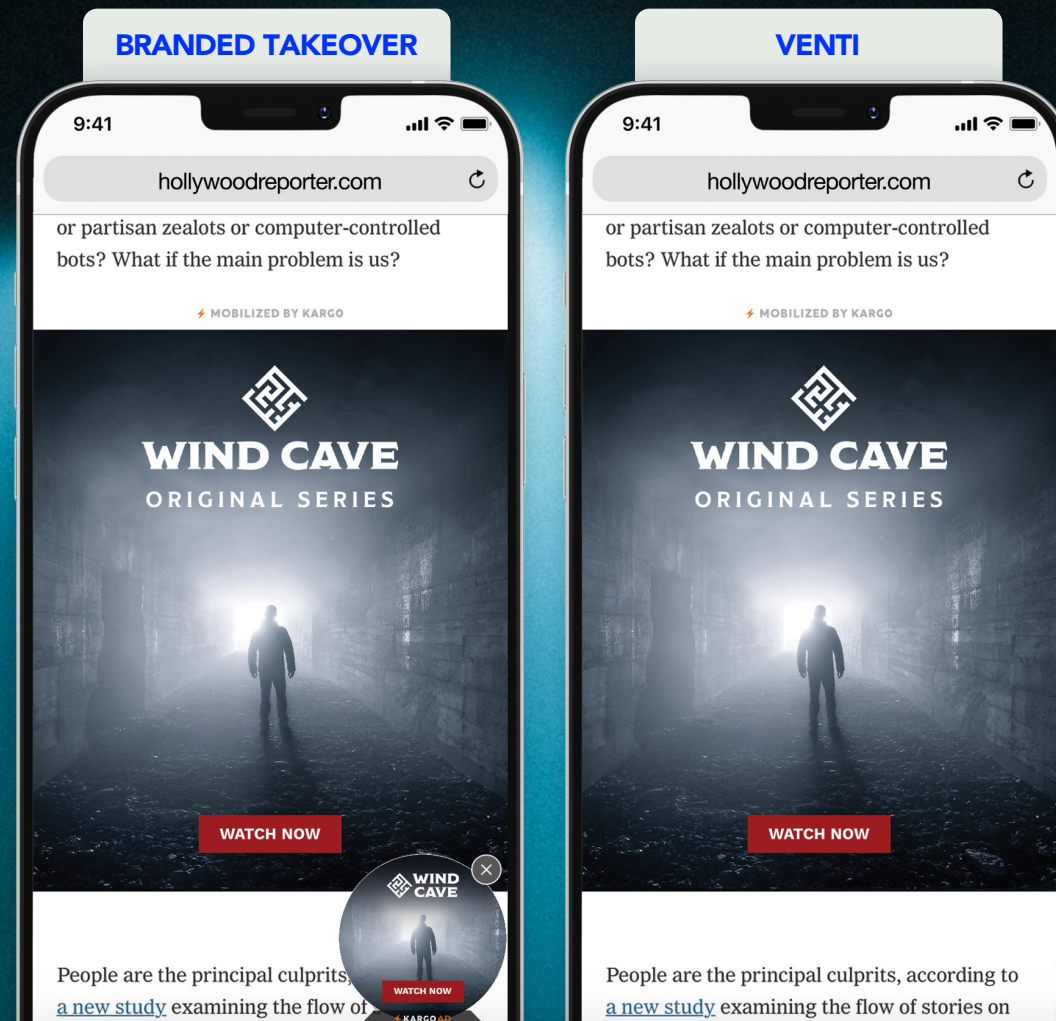
## CHALLENGE

How can Kargo partner with a cable network to drive tune-in for a series premiere?

## SOLUTION

- Transformed the standard mobile media experience by leveraging Kargo's 100% SOV Branded Takeover and complimenting takeover creative formats with always-on creatives to drive maximum premiere awareness & tune-in.
- Kargo's campaign reached 1.3M households and contributed to 41,000 exposed consumers tuning in, which resulted in a +13% overall lift in viewership of the first 3 episodes.
- The Kargo Branded Takeover package was effectively drove 17,812 exposed consumers to tune-in, contributing to a +43% overall lift in viewership.
- The Venti Display drove an additional 5,000 exposed (12%) consumers to tune-in.

## MEASUREMENT PARTNER



Total Campaign

**1.3M**

UNIQUE  
HOUSEHOLDS

Branded Takeover

**+43%**

LIFT IN VIEWERSHIP  
on premiere day + 7 days

Venti

**+12%**

LIFT IN VIEWERSHIP  
in week following premiere