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

SAMBA TV

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BRANDED TAKEOVER
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                                              bots? What if the main problem is us?
             4 MOBILIZED BY KARGO
                                                          MOBILIZED BY KARGO
                                                     WIND CAVE
        WIND CAVE
        ORIGINAL SERIES
                                                     ORIGINAL SERIES
              WATCH NOW
                                                            WATCH NOW
                            People are the principal culprits
                                              People are the principal culprits, according to
 a new study examining the flow o
                                              a new study examining the flow of stories on
Total Campaign
                             Branded Takeover
                                                                     Venti
                            +43%
                                                             +12\%
1.3M
   UNIQUE
                          LIFT IN VIEWERSHIP
                                                            LIFT IN VIEWERSHIP
HOUSEHOLDS
                        on premiere day + 7 days
                                                         in week following premiere
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