

# HOLLYWOOD POWER COUPLE

## CHALLENGE

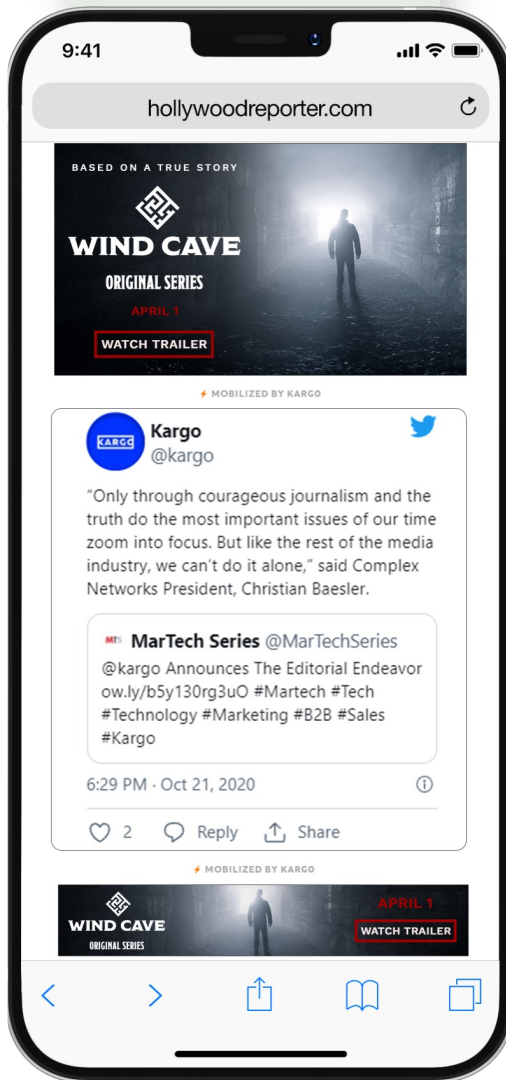
This breakout new hit drama was looking to attract viewers to the show's premiere season.

## SOLUTION

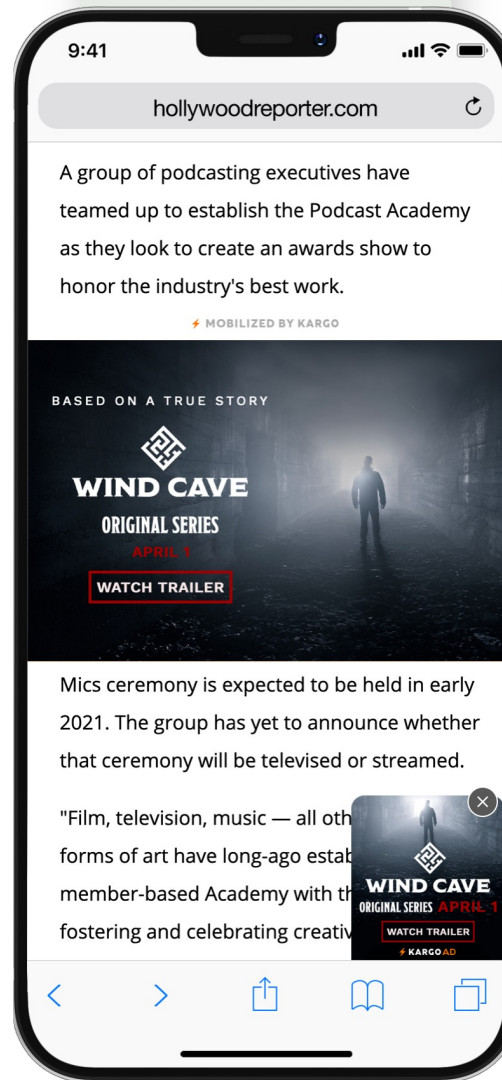
The standard mobile experience was transformed by leveraging a 100% SOV Kargo-exclusive **Branded Takeover**. Kargo saw incredible tune-in rates for the premiere episode throughout our blitz media campaign. We kept this campaign rolling with another Kargo-exclusive product, **Social Canvas**, delivering millions of impressions to viewers, driving awareness, and overall tune-in for the show's premiere.

We targeted slots surrounding social embeds, focusing on potential viewers via contextually relevant content through hashtags, keywords, and topics related to the show, its cast, and like-minded titles. Our tactic was cookieless, contextual, and supported high-impact display to create memorable experiences.

## SOCIAL CANVAS DISPLAY



## BRANDED TAKEOVER



# +33%

BRANDED TAKEOVER  
TUNE-IN LIFT

# +32%

SOCIAL CANVAS  
TUNE-IN LIFT

# 3.1M

PREMIERE TUNE-INS

MEASUREMENT PARTNER



# HOLLYWOOD POWER COUPLE

## CHALLENGE

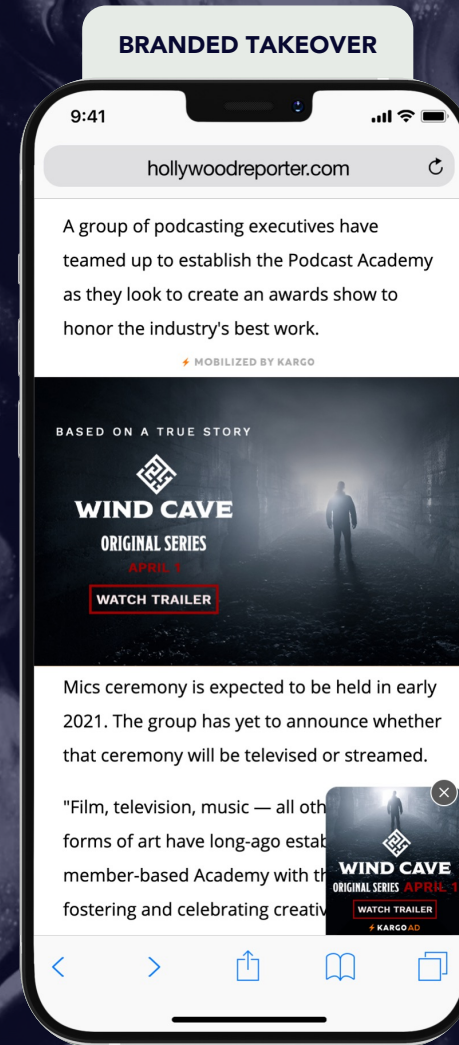
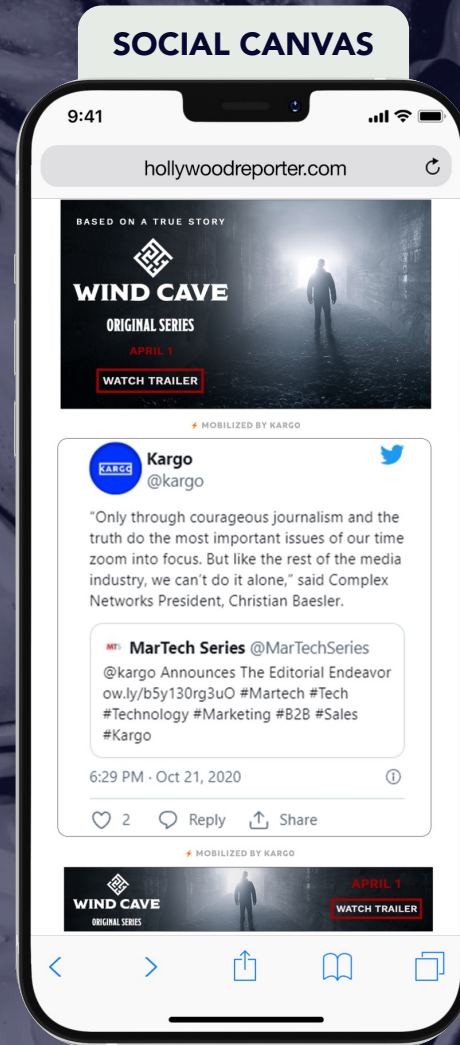
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## MEASUREMENT PARTNER



# +33%

BRANDED TAKEOVER  
TUNE IN-LIFT

# +32%

SOCIAL CANVAS  
TUNE IN-LIFT

# 3.14M

PREMIERE TUNE-INS