

DRIVING CPG SUCCESS

BRANDED TAKEOVER

GOAL

QSRs faced challenges in 2020 as consumers spent less time outside due to COVID-19. Kargo worked with a leading QSR brand to deliver impactful messages to consumers to drive mass awareness and inspire visitation.

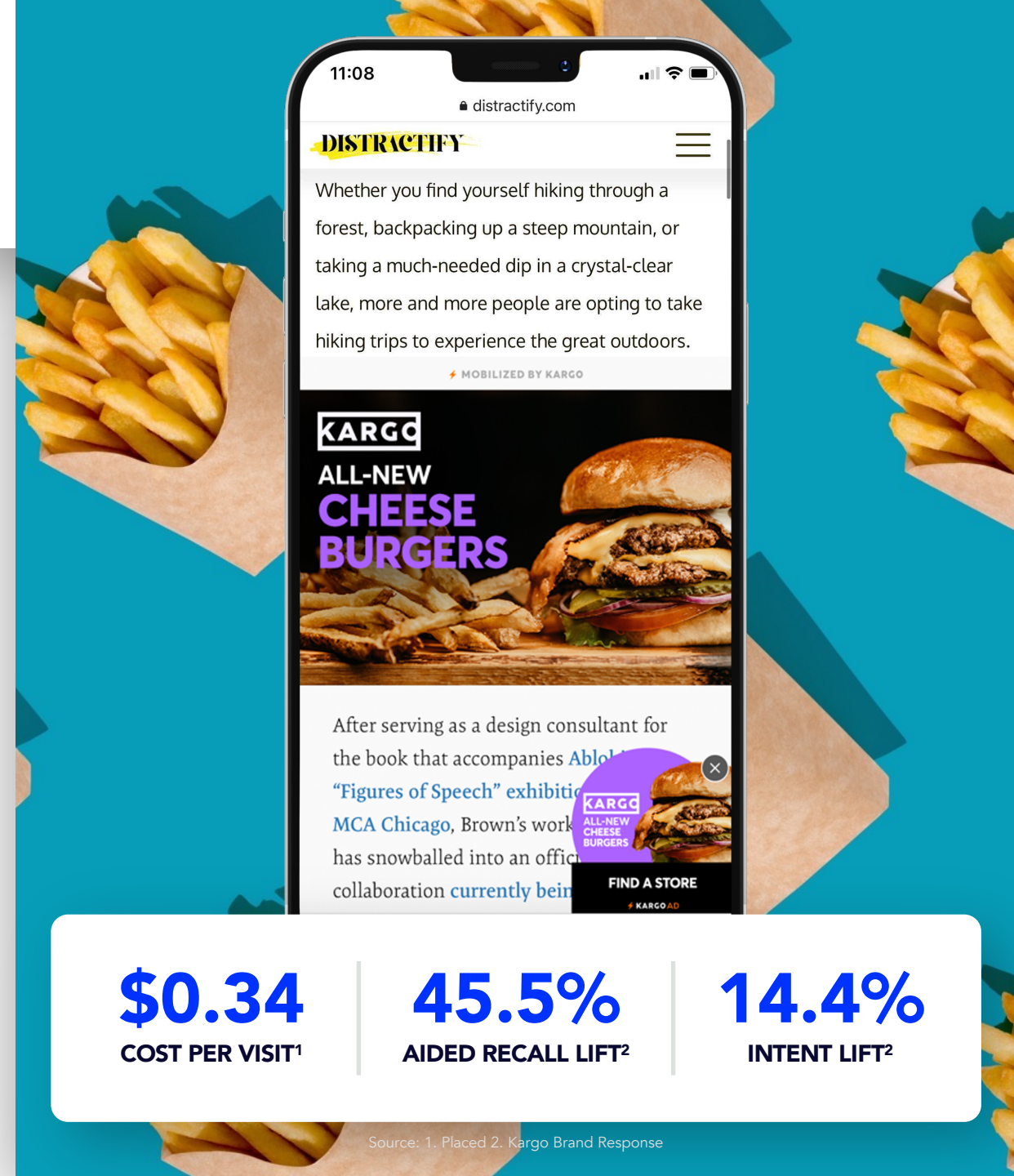
SET UP

We used the Branded Takeover, alongside adhesion and outstream video placements, to drive awareness of 2 offers. We delivered the Branded Takeover across premium publishers through the full campaign to drive sustained awareness. We evaluated Brand Lift across placements with a Kargo Brand Study and partnered with Placed to measure foot traffic.

RESULTS

The campaign saw lift across all brand lift metrics, with significant lift in Aided Recall and Recommendation. The campaign was also successful in driving an efficient cost per store visit, as measured by Placed.

MEASUREMENT PARTNERS



\$0.34

COST PER VISIT¹

45.5%

AIDED RECALL LIFT²

14.4%

INTENT LIFT²

Source: 1. Placed 2. Kargo Brand Response



QSR BRANDED TAKEOVER

Source: Kargo Brand Response Audience In-Market Survey, Q3 2020, *Statistically Significant Difference at 95%

+45PT

LIFT IN ADED RECALL

+17.8PT

LIFT IN AWARENESS

+14.4PT

LIFT IN INTENT

+20PT

LIFT IN RECOMMENDATION

+16.6PT

LIFT IN CONSIDERATION

