

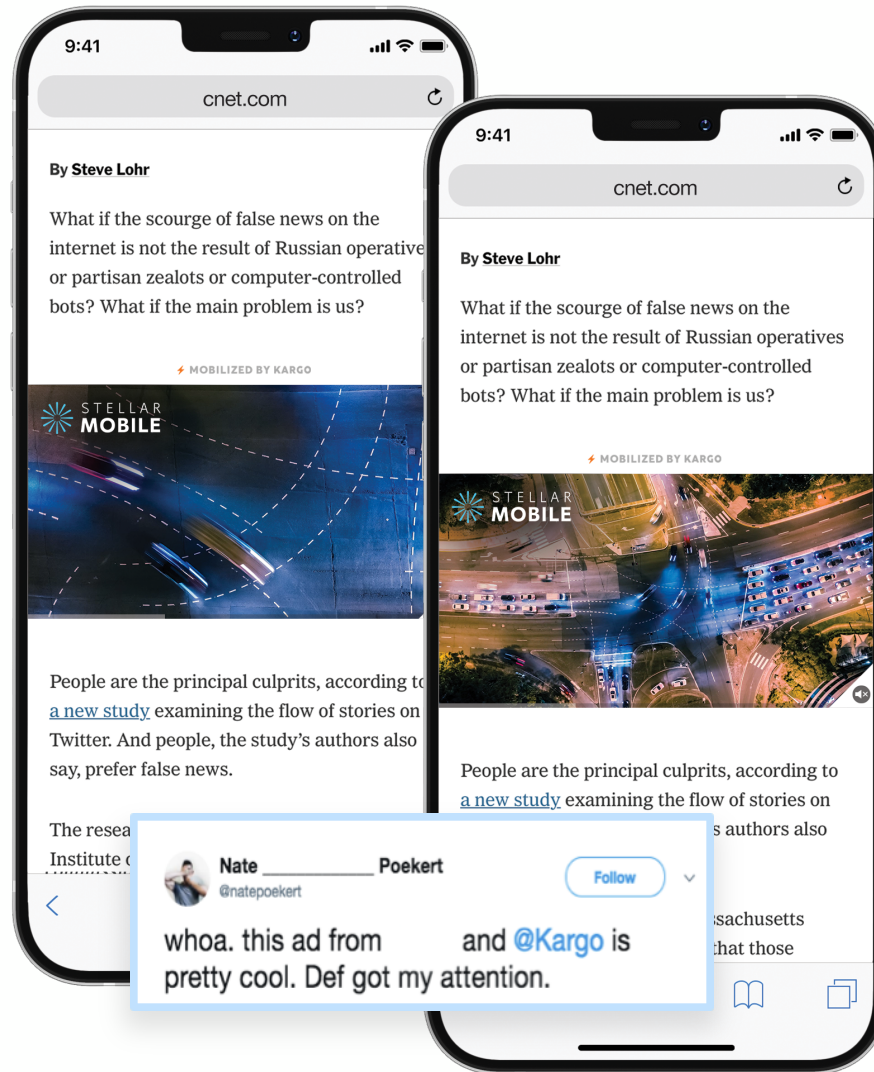
CREATIVE COLLABORATION

CHALLENGE

How do you successfully bring your brand's innovative ideas to life on a mobile screen?

SOLUTION

You leverage Kargo's mobile-first creative solutions and design expertise! Kargo partnered with a Fortune 500 company to enforce the importance of using phones responsibly when behind-the-wheel. We worked hand-in-hand with the client, creative agency and our designers to drive buzz and impact through first-to-market mobile experiences – and the results speak volumes. Not only did we drive above benchmark engagement, but we were able to drive strong awareness lift and ad recall lift of this important message – so much so that consumers even took to social media to show their appreciation!



5.7%

ENGAGEMENT
2.3x Benchmark

+10.6PT

ABSOLUTE AWARENESS LIFT

+5.4pt

ABSOLUTE AD RECALL LIFT