

RESEARCH NOW AWARENESS & RECALL TELECOM CASE STUDY

# TELECOM UNAIDED AWARENESS INCREASES +7% AS A RESULT OF KARGO'S MOBILE CAMPAIGN

## TEENS & SUMMER MONTH DRIVING ARE A DANGEROUS COMBINATION

60%

Of car crashes from memorial day to labor day are due to distracted driving<sup>2</sup>

25%

Of teens report that they answer a text once or more every time they drive<sup>3</sup>

15%

Increase in deadly car crashes involving teens between memorial day and labor day<sup>4</sup>

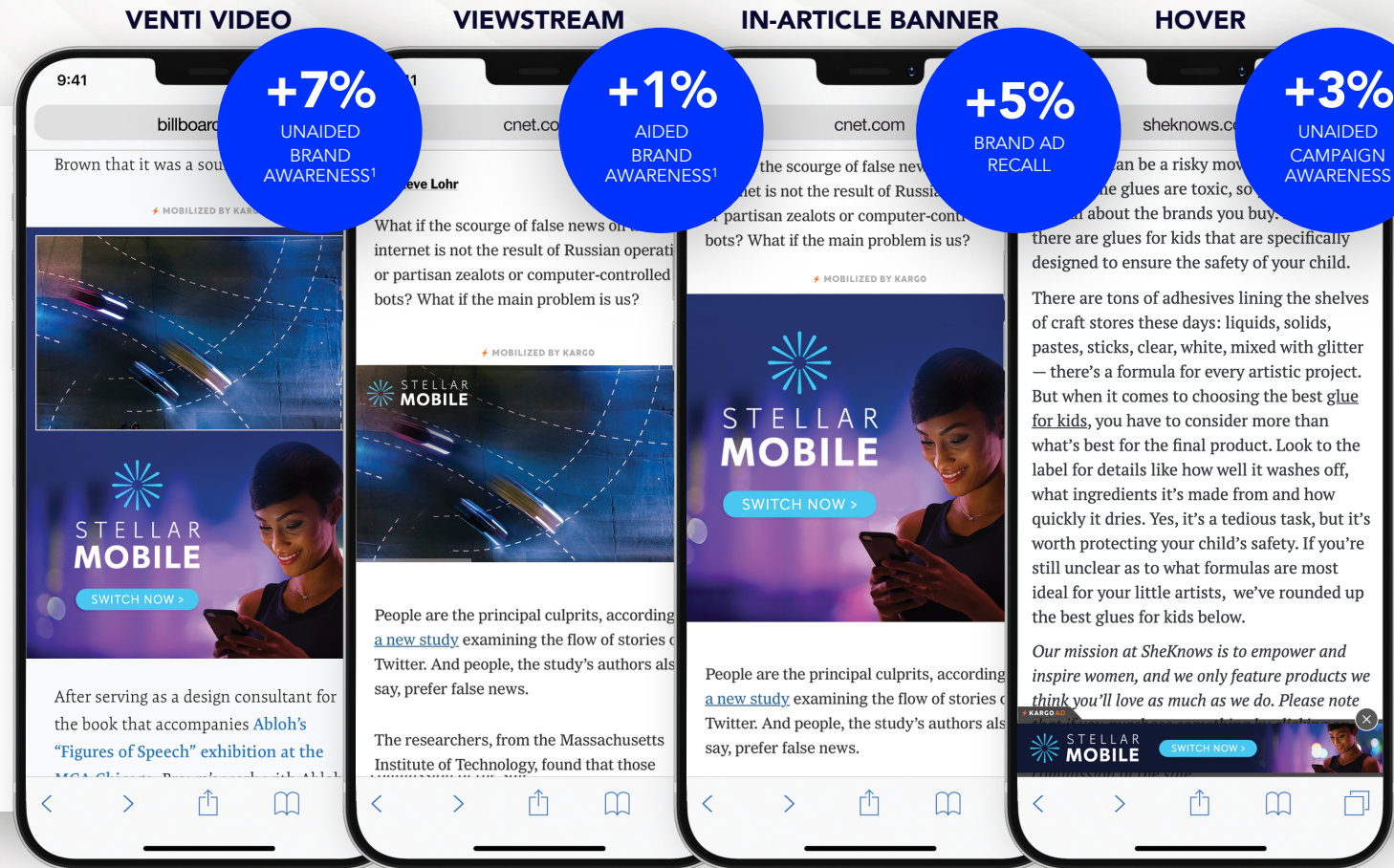
## MAJOR TELECOM BRAND REACHES AUDIENCES WITH CONTEXTUAL SITE LIST TO DELIVER MESSAGE

### PARENTS

Set limits and expectations with their teenage drivers and encourage them to implement safe driving techniques

### TEENS

Remind and encourage them to stop fatal texting and driving behaviors



Source: <sup>1</sup>Research Now, May-October 2018, <sup>2</sup>Statistically Significant at 90% CL; <sup>3</sup><https://www.teendriversource.org/advocacy-education/educate-with-teendrivingplan/>; <sup>4</sup><https://www.teensafe.com/distracted-driving/100-distracted-driving-facts-and-statistics-2018/>; <sup>5</sup><https://www.dmv.org/articles/dog-days-of-summer-are-deadly-dangerous-for-teen-drivers/>