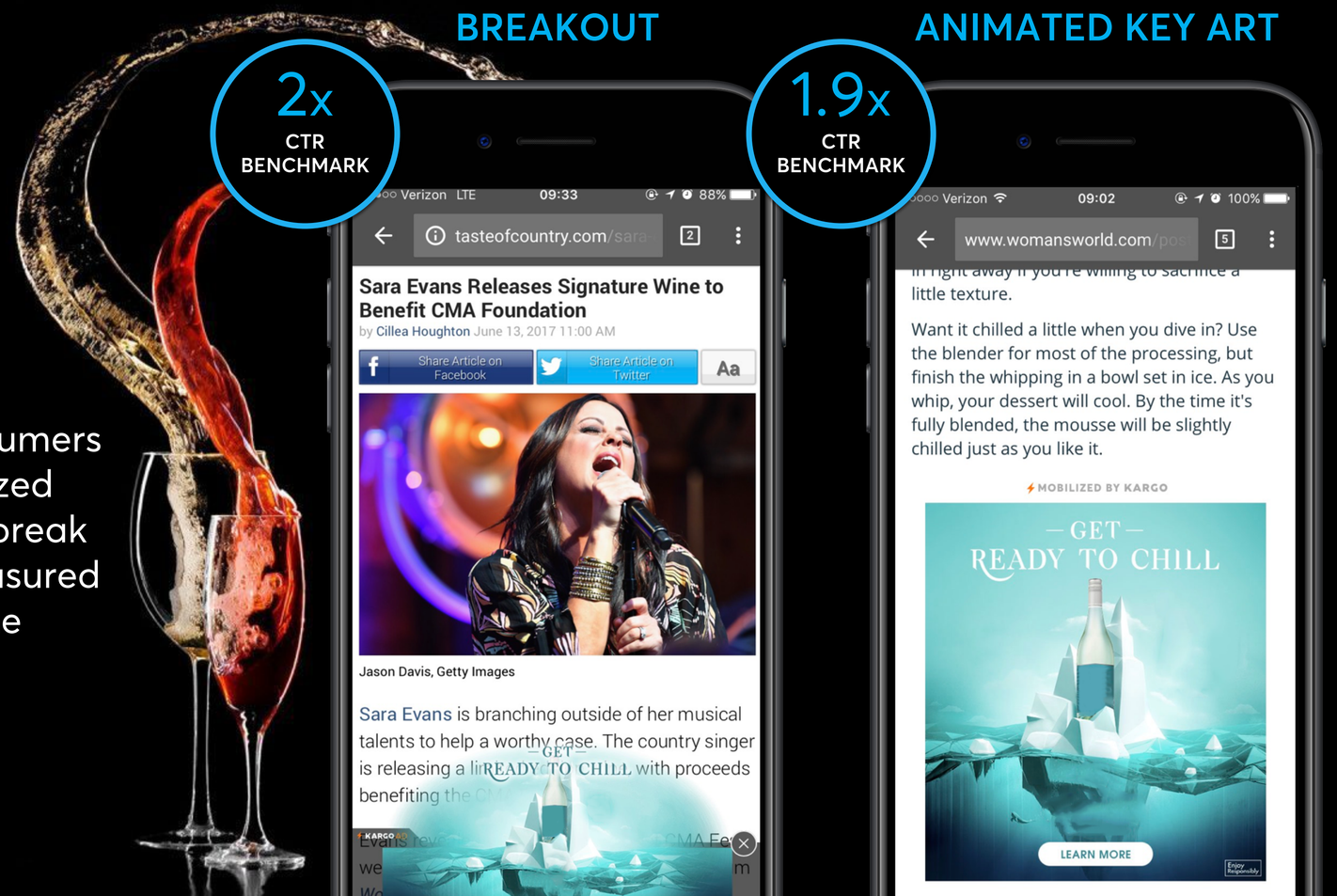
BRAND AWARENESS/INTENT LIFT

+4.4%	+4.4%	+3.3%
BRAND AWARENESS LIFT	BRAND CONSIDERATION LIFT	AD RECALL LIFT

NOTHING TO WINE ABOUT

CHALLENGE
How do you promote the new product innovation for your premium alcohol brand among your target audience?

SOLUTION
You marry beautiful mobile-first creative with premium editorial environments to reach consumers while reading their favorite content! Kargo jazzed up tried-and-true formats with animations to break through the clutter. Brand awareness was measured through a Kargo Brand Response study and the results speak for themselves!



Source: Kargo Brand Response, Q3-Q4 2017, *95% Confidence Level Positive Lift