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

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**BRAND AWARENESS LIFT**
+4.4%

**BRAND CONSIDERATION LIFT**
+4.4%

**AD RECALL LIFT**
+3.3%

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**BREAKOUT**
2x CTR BENCHMARK

**ANIMATED KEY ART**
1.9x CTR BENCHMARK

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**Sara Evans Releases Signature Wine to Benefit CMA Foundation**

Want it chilled a little when you dive in? Use the blender for most of the processing, but finish the whipping in a bowl set in ice. As you whip, your dessert will cool. By the time it’s fully blended, the mousse will be slightly chilled just as you like it.