

LIFTING SPIRITS

CHALLENGE

How do you drive awareness for a premium alcohol brand among your target audience?

SOLUTION

You mix beautiful mobile-first creative with premium editorial environments to reach consumers while reading their favorite content! Kargo spiked tried-and-true formats with cinemagraph animation and scroll-reactive functionality to break through the clutter. Effectiveness was measured through Research Now and after seeing the results it's safe to say we helped the brand quench their target audience!

MEASUREMENT PARTNER



+23%
BRAND
AWARENESS

SIDEKICK

IN-ARTICLE

HOVER

