BRAND AWARENESS

CHALLENGE
How do you drive awareness for a premium alcohol brand among a new 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 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 score some new fans!

+14% UNAIDED AWARENESS LIFT
+29% AIDED AWARENESS LIFT

Research done in October with 1220+ adults, statistical testing at 90% CL, July 2017

SCROLL-REACTIVE SIDEKICK
CINEMAGRAPH HOVER
SOCIAL INTERCEPT IN-ARTICLE