

CRAVINGS & SAVINGS

CHALLENGE

In a saturated snack market, how do you tempt snackers to eat up your brand?

SOLUTION

You serve up an irresistible offer. Kargo cooked up an engaging game that generated instant snack coupons, redeemable at 7-Eleven and Circle-K stores. Consumers ate it up.



34%
ENGAGEMENT¹
11x Benchmark

9%
SAVED COUPON²
1.8x Benchmark

1.4%
LIFT IN STORE
CONVERSION³

