

TACO THE TOWN

CHALLENGE

With a smorgasbord of QSR choices out there, how do you get fast foodies eating up your brand?

SOLUTION

You serve up a feast for the eyes with fun creative and dynamic formats that invite digging in. Kargo cooked up two bite-size units—an eye-catching breakout banner to whet appetites and a sidekick with store locator to guide hungry users to the nearest eatery. The results were smokin' hot and had the brand asking for seconds!

8%

IN-STORE VISIT LIFT¹
36% Above Benchmark

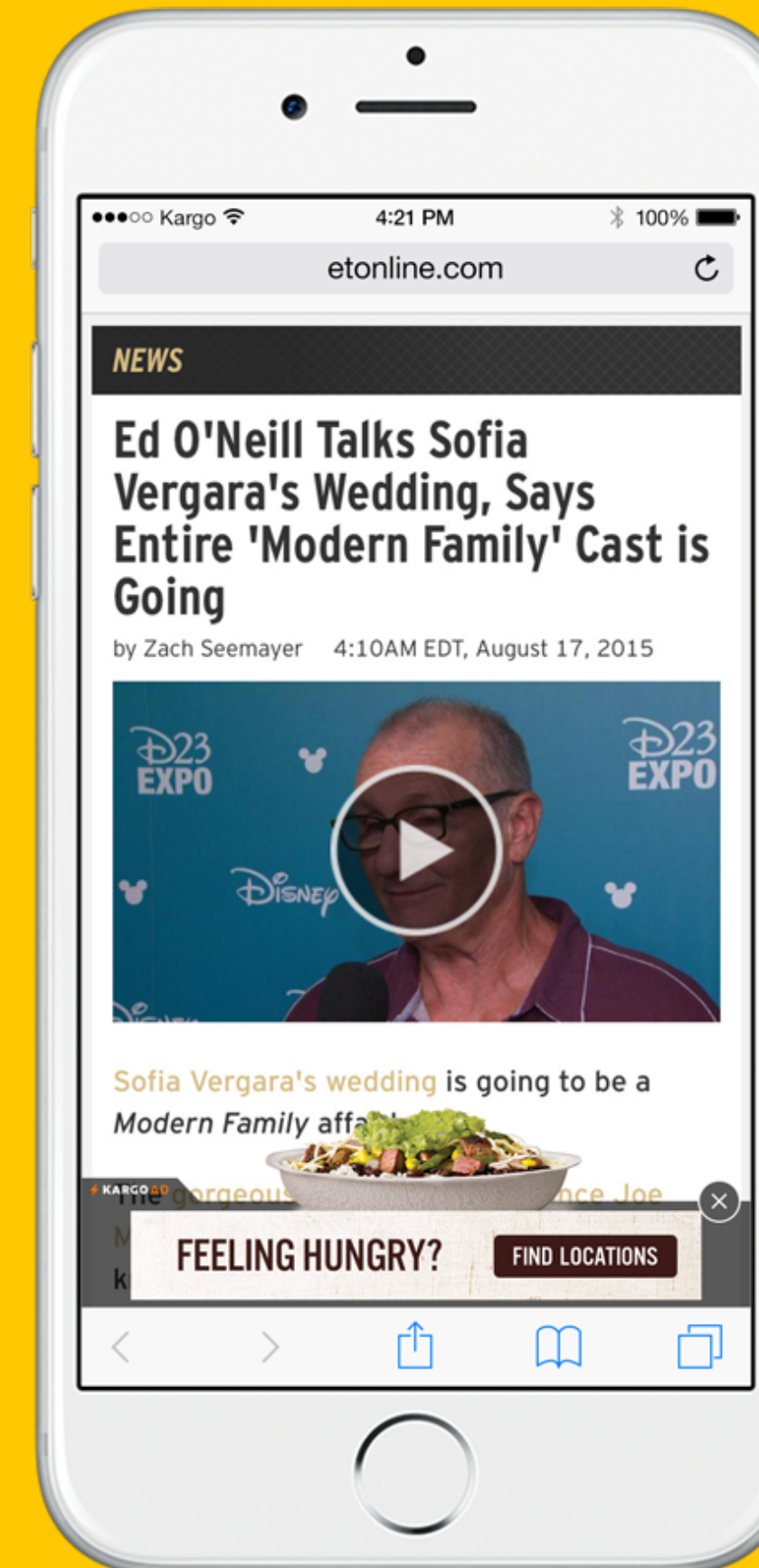
3%

ENGAGEMENT RATE²
3x Benchmark

89%

IN-VIEW²
27% Above Benchmark

BREAKOUT BANNER



STORE LOCATOR EXPANDABLE SIDEKICK

