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!

Source 1: Kargo Research, Placed Study, Campaign Flight: March-June 2016. Campaign Size: 38.8MM. Impressions. Statistically Significant at 99% Confidence Level
Source 2: Kargo Engagement Metrics.