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.

IN-STORE VISIT LIFT ¹ 36% Above Benchmark

3% ENGAGEMENT RATE² **3x Benchmark**

IN-VIEW² 27% Above Benchmark

BREAKOUT BANNER

●●●○○ Kargo 奈 4:21 PM * 100% 💼 •••∘∘ Kargo 奈 4:21 PM ●●●○○ Kargo 穼 4:21 PM * 100% 🔳 etonline.com C etonline.com Ċ etonline.com NEWS \equiv **BON APPETACO** Ed O'Neill Talks Sofia LATEST NEWS Vergara's Wedding, Says **KRIS JENNER CONFRONTS** Entire 'Modern Family' Cast is CAITLYN: 'YOU'RE NOT SO Going SENSITIVE TO THE FAMILY THAT by Zach Seemaver 4:10AM EDT, August 17, 2015 3 YOU LEFT BEHIND' North Berg D23 EXPO D23 EXPO 26 minutes ago Jersey City Sofia Vergara's wedding is going to be a Modern Family affa NEWS Locations near you: 57 FEELING HUNGRY? FIND LOCATIONS FIND LOCATIONS Start swiping to browse ED O'NEILL TALKS SOFIA 🖌 🖌 KARGO Û Ш D þ Û Ш ſ')



