TASTEFUL VIDEO

CHALLENGE
How do you drive awareness of a new promotion while also getting hungry consumers in the door stat?

SOLUTION
You let the food do the talking! By leveraging a mix of :15s & :30s in-article video—showcasing the sweet deal to a highly engaged editorial audience—Kargo was able to drive double digit lift in intent to dine! Better yet—intent continued to lift after multiple exposures. The hungriest were able to view additional videos on site!

15% INTENT TO DINE LIFT¹

+13% INCREASE IN INTENT TO DINE AFTER 2 EXPOSURES¹

VIEWSTREAM WITH CANVAS

CTA EXPANSION