

DRIVING AWARENESS

CHALLENGE

How do you effectively drive ad recall and consideration of a non-hormonal birth control through an unbranded campaign?

SOLUTION

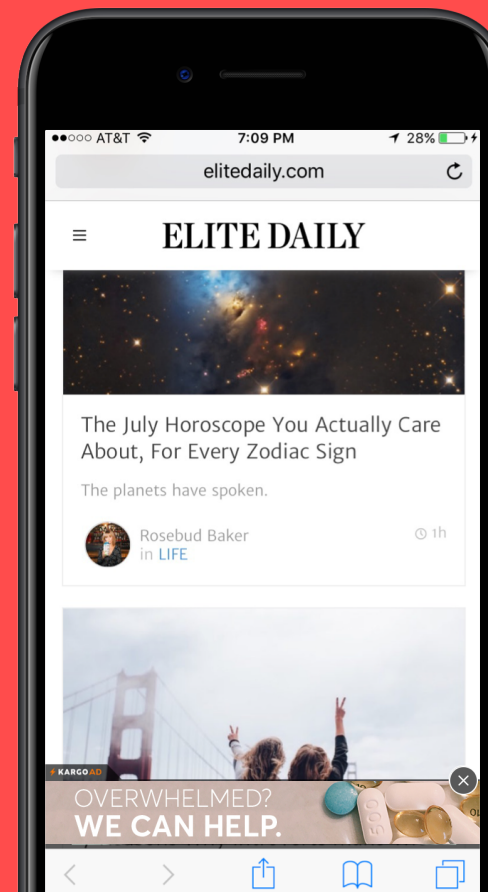
You capture attention through Kargo's mobile-first creative solutions! Our expert design team created engaging formats—Hover and Social Hijack—with animation elements to drive awareness of this new product. By serving beautifully designed creative to engaged consumers across premium editorial environments and social content platforms, Kargo drove a 5pt consideration lift for this important message.

5.0%
LIFT IN CAMPAIGN
CONSIDERATION (PTS)

2.6%
AVG CAMPAIGN CTR
4.5x BENCHMARK

78.3%
AVG VIEWABILITY
1.7x BENCHMARK

SOCIAL HIJACK
HOVER BANNER



SOCIAL HIJACK
MIDDLE BANNER

