

# SUCCESSFUL RELAUNCH

## CHALLENGE

How do you drive awareness of a pharmaceutical branded relaunch among consumers?

## SOLUTION

Leverage rich media and non-intrusive native executions to entice engagement! Kargo created two custom formats—Native Carousel and Anchor Expandable Slide to Reveal. These highly engaging formats were deployed within premium editorial environments where consumers are more likely to be tapped in, driving a strong engagement rate and overall awareness lift.

+9%  
LIFT IN CAMPAIGN  
AWARENESS (PTS)

+11%  
LIFT IN AIDED AWARENESS  
FROM ONE EXPOSURE (PTS)

16.9%  
AVG ENGAGEMENT RATE  
2.25x BENCHMARK

ANCHOR EXPANDABLE  
SLIDE TO REVEAL

NATIVE  
CAROUSEL

