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.