DESTINATIONS KNOWN

CHALLENGE
How do you get a luxury airline on the radar of global jet setters?

SOLUTION
You put the world at the users' fingertips. Kargo's tap-to-expand carousel enabled affluent fliers to explore all the places they could fly to with the airline. The campaign took off, delivering sky-high engagement and brand familiarity.

8% ENGAGEMENT RATE\[^1\]
4x benchmark

47s AVG IN-VIEW TIME\[^2\]
3x benchmark

12 point BRAND FAMILIARITY INCREASE\[^3\]

Sources:
\[^1\] Kargo Metrics
\[^2\] MOAT
\[^3\] Kargo Research, Research Now Brand Study, Campaign Flight: [3/15 - 4/30/16, 9/1 - 10/31/16], Statistically Significant at 90% Confidence Level.