

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 RATE¹
4x benchmark

47s
AVG IN-VIEW TIME²
3x benchmark

12 point
BRAND FAMILIARITY
INCREASE³

