

BRAND AWARENESS

SNACK ON THAT!

CHALLENGE

How do you promote and make your new healthy snack brand stand out in a market inundated with similar products?

SOLUTION

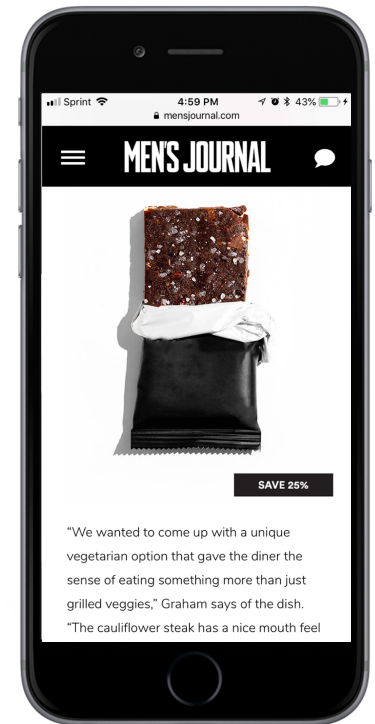
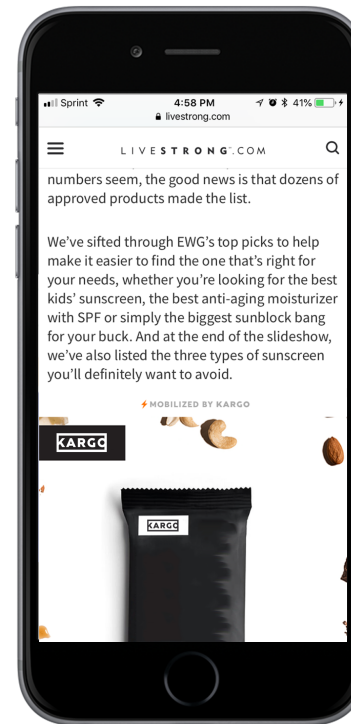
You serve up irresistible creative! Kargo cooked up its tried-and-true Spotlight format as well as an enhanced scroll-reactive version to reach users while consuming their favorite content! Brand awareness and ad recall were measured through Research Now and it's safe to say users ate it up!

MEASUREMENT PARTNER



+14%
AIDED AWARENESS

+16%
AD RECALL



SPOTLIGHT