

RESEARCH NOW AWARENESS & RECALL TELECOM CASE STUDY

TELECOM UNAIDED AWARENESS INCREASES +7% AS A RESULT OF KARGO'S MOBILE CAMPAIGN

TEENS & SUMMER MONTH DRIVING ARE A DANGEROUS COMBINATION

60%

OF CAR CRASHES FROM MEMORIAL DAY TO LABOR DAY ARE DUE TO DISTRACTED DRIVING²

25%

OF TEENS REPORT THAT THEY ANSWER A TEXT ONCE OR MORE EVERY TIME THEY DRIVE³

15%

INCREASE IN DEADLY CAR CRASHES INVOLVING TEENS BETWEEN MEMORIAL DAY AND LABOR DAY⁴

MAJOR TELECOM BRAND REACHES AUDIENCES WITH CONTEXTUAL SITE LIST TO DELIVER MESSAGE

PARENTS

SET LIMITS AND EXPECTATIONS WITH THEIR TEENAGE DRIVERS AND ENCOURAGE THEM TO IMPLEMENT SAFE DRIVING TECHNIQUES

TEENS

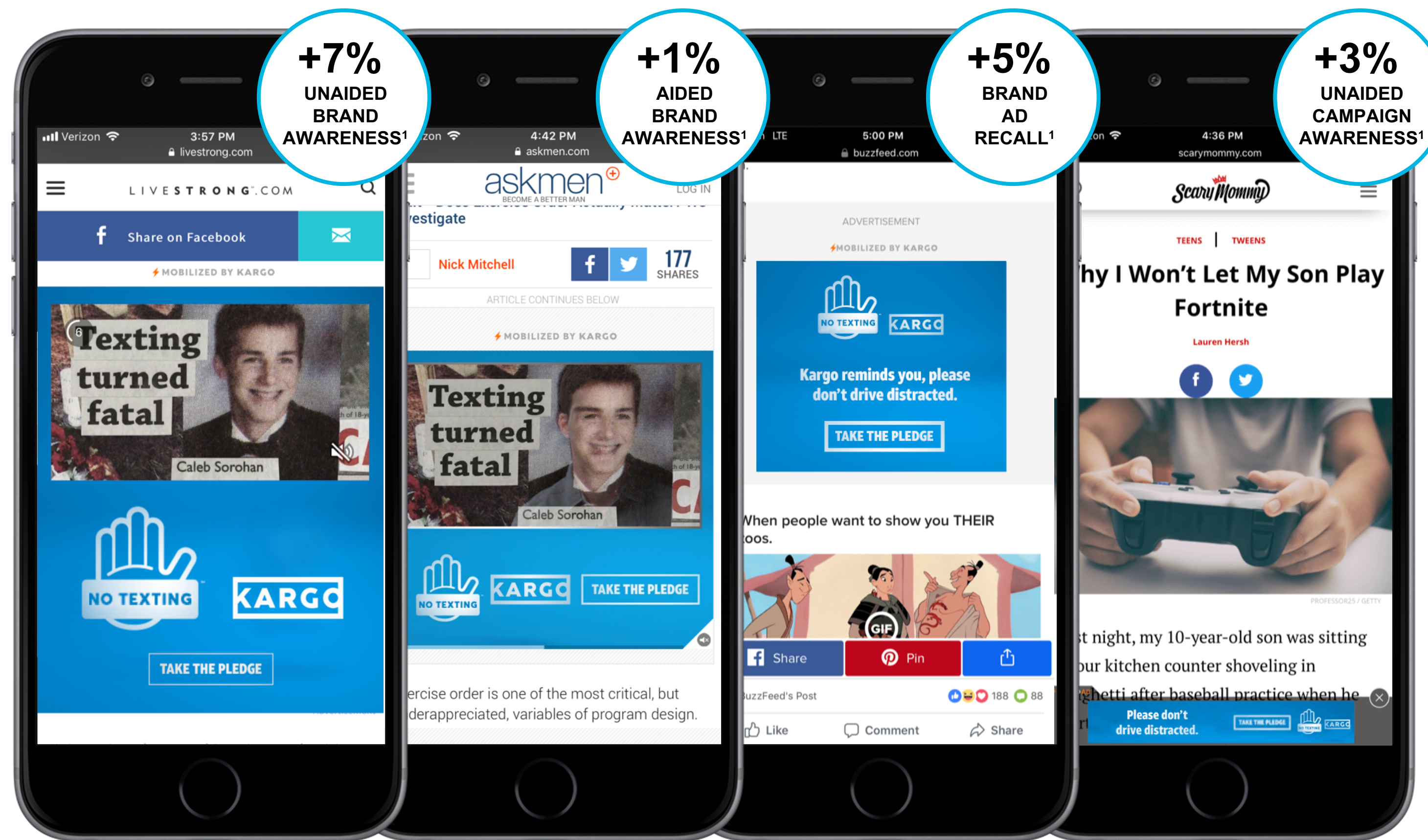
REMIND AND ENCOURAGE THEM TO STOP FATAL TEXTING AND DRIVING BEHAVIORS

VENTI VIDEO

VIEWSTREAM

IN-ARTICLE BANNER

HOVER



Source: ¹Research Now, May-October 2018, *Statistically Significant at 90% CL; ²<https://www.teendriversource.org/advocacy-education/educate-with-teendrivingplan>; ³<https://www.teensafe.com/distracted-driving/100-distracted-driving-facts-and-statistics-2018/>; ⁴<https://www.dmv.org/articles/dog-days-of-summer-are-deadly-dangerous-for-teen-drivers/>