

BUILDING BRAND FLAVOUR-ABILITY WITH VENTI 3D WRAP

CHALLENGE

How can a leading spice brand generate awareness and maximize engagement with their product range?

SOLUTION

- > Kargo combined meaningful rich media with our Venti 3D Wrap ad unit and effective contextual and audience targeting, enabling the brand to connect with known and prospective consumers Australia-wide.
- > The Venti 3D Wrap maintained an average 6.66 second In-View Time, and a total of 40 days exposure time—a total of 40 days in-view—maximising brand exposure for the product range.

RESULTS

- > With an incredible 76% lift in ad recall and a 27% lift in awareness across exposed audiences, Kargo was able to successfully drive awareness for the brand's full product range.

+76%
LIFT IN AIDED AD
RECALL

+27%
LIFT IN BRAND
AWARENESS

+69.5%
LIFT IN
FAVOURABILITY

