

DRIVE AWARENESS WITH BRANDED TAKEOVER

CHALLENGE

How can an entertainment brand build hype and awareness around the return of a beloved TV program on a new network?

SOLUTION

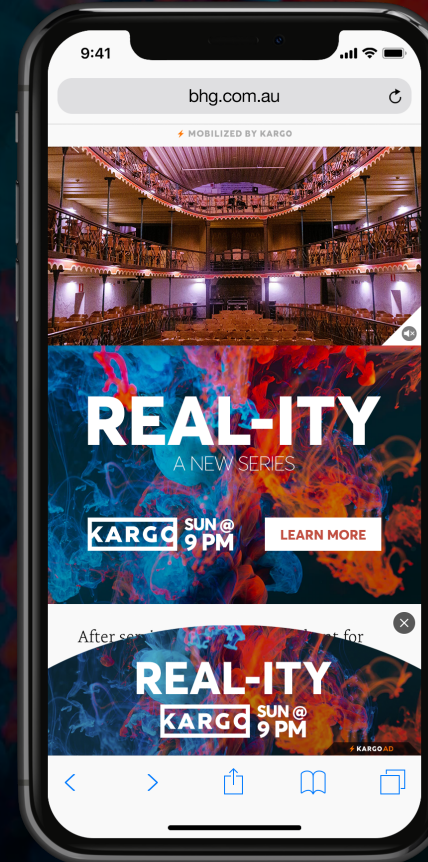
- > We introduced Kargo's exclusive Branded Takeover to Australia driving maximum awareness across premiere month and allowing the brand to own 100% of the ad slots on a given article page.
- > By targeting TV enthusiasts and accompanying the Branded Takeover with an engaging "character explorer" Rich Media experience, we were able to drive further consideration.

RESULTS

- > Users exposed to the ads were twice as likely to view the programming. New audiences were also identified as key targets for the next campaign.

7.6PT
LIFT IN TUNE IN INTENT

10PT
LIFT IN AIDED AWARENESS



BRANDED TAKEOVER PACKAGE



CHARACTER EXPLORER
EXPERIENCE