

SUMMER SPIRITS WITH VIDEO CREATIVES

CHALLENGE

How can a luxury spirits brand utilize the mobile web to position it as a staple of summer cocktails?

SOLUTION

- > Leveraging a 100% VAST/VPAID video strategy to showcase the ways in which the brand could be used across the summer.
- > Aligning contextually within food + drink and lifestyle premium publisher environments to reach users as they were in the mindset to discover drinks.

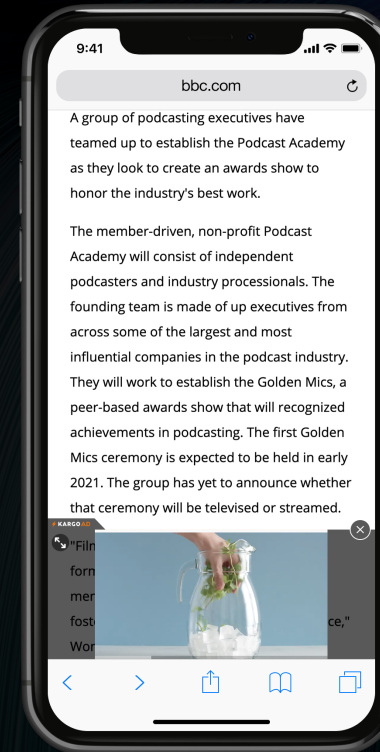
RESULTS

- > The video creatives saw higher than benchmark video completion rates, as well as a 22.4% lift in consideration and 65% of exposed respondents reporting likely purchase intent, as measured by a Kargo Brand Response survey.

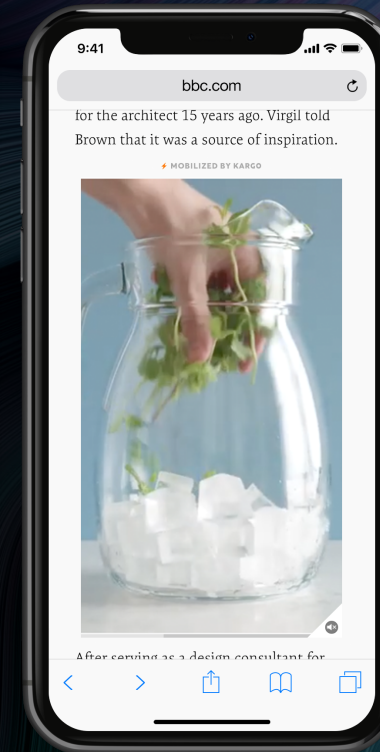
22.4_{PT}
LIFT IN CONSIDERATION

2_x
HIGHER VCR
PERFORMANCE
AGAINST VIDEO
ANCHOR BENCHMARK

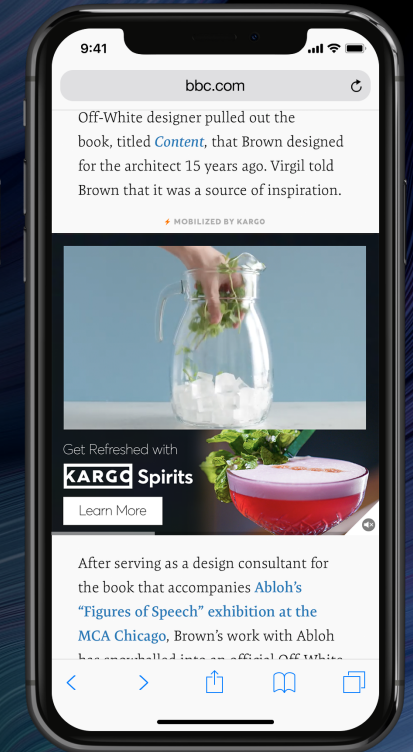
34.9%
LIFT IN "LIKELY"
PURCHASE INTENT



VIDEO ANCHOR



VERTICAL
VIEWSTREAM



BRANDED CANVAS
VIEWSTREAM