

MAXIMIZE AWARENESS WITH MOBILE-OPTIMIZED VIDEO

CHALLENGE

How can a leading CPG brand maximize awareness and engagement to promote their premium product range?

SOLUTION

- > Utilising a combination of contextual and audience targeting with video formats, achieved significant reach and generated mass awareness across the target market.
- > Kargo's Branded Canvas generated significant awareness of the premium product range and an In-View Rate 10% above the format's average.
- > Kargo's Vertical Viewstream enabled the brand to command readers' attention without impeding their editorial experience. A CTR over 2% and a VCR over 50% attests to the effectiveness of engaging made-for-mobile video experiences that fit naturally within the flow of the page.
- > Kargo's Video Anchor drove significant awareness of the product range, with an average Valid or Viewable Rate of over 80%.

RESULTS

- > The brand saw a 56% lift in awareness, a 67% lift in premium product association, and a 42% lift in favourability above competitors.

+56%

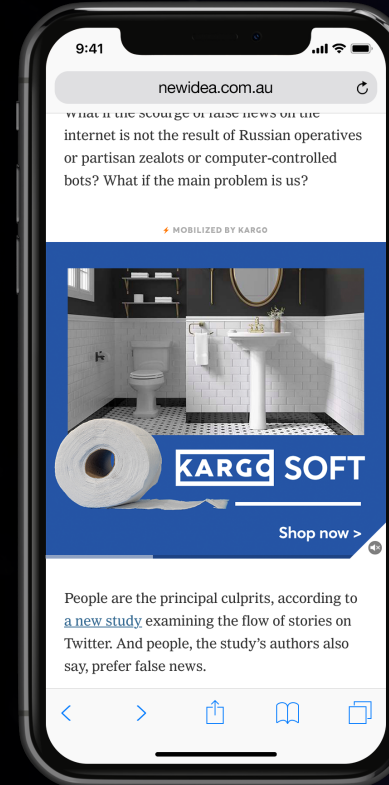
LIFT IN AWARENESS

3x

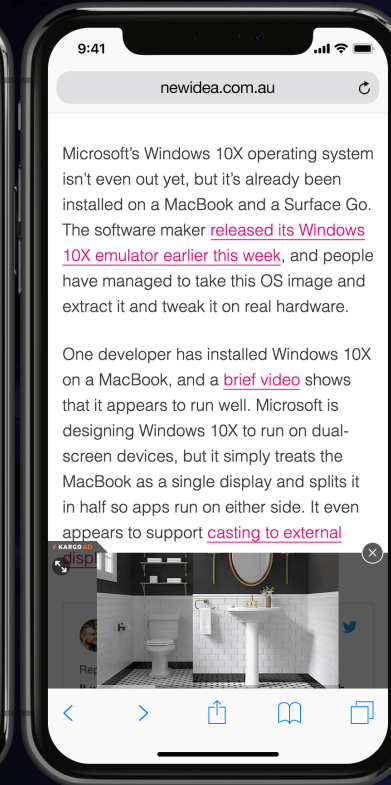
COMPETITOR
FAVOURABILITY

+67%

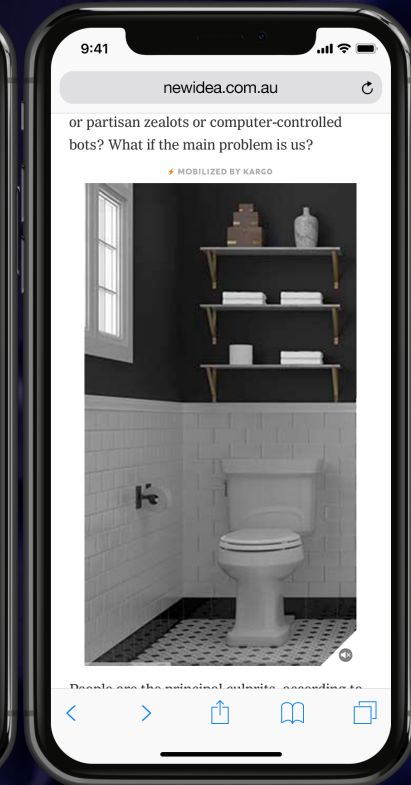
PREMIUM PRODUCT
ASSOCIATION



BRANDED CANVAS
VIEWSTREAM



VIDEO
ANCHOR



VERTICAL
VIEWSTREAM