### CASE STUDY

**KARGO ENHANCED CREATIVE**

**CHALLENGE**
How can a leading game console manufacturer promote their offerings throughout the holiday season?

**SOLUTION**
- Utilizing a phased approach incorporating Kargo’s Anchor Expandable to Slide to Reveal and Breakaway ad units to drive brand awareness and gauge their audiences’ interest in their holiday offerings.
- The Breakaway formats drove increased awareness (+13) & favorability (+11).
- The Anchor Expandable to Slide to Reveal was effective in driving lifts across purchase intent (+22).

**RESULTS**
- The brand landed in the top 5% percentile of MWB’s Brand Awareness benchmarks.

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**DRIVE HOLIDAY PURCHASE INTENT WITH**

**BREAKAWAY**

**EXPANDABLE SLIDE TO REVEAL**

| Source: Kantar-Millward Brown Study, Q4 2019 | +11% LIFT IN FAVORABILITY | +13% LIFT IN AWARENESS | +13% LIFT IN PURCHASE INTENT |
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Microsoft's Windows 10X operating system isn't even out yet, but it's already been installed on a MacBook and a Surface Go. The software maker released its Windows 10X emulator earlier this week, and people have managed to take this OS image and extract it and tweak it on real hardware.

One developer has installed Windows 10X on a MacBook, and a brief video shows that it appears to run well. Microsoft is designing Windows 10X to run on dual-screen devices, but it simply treats the MacBook as a single display and splits it in half so apps run on either side. It even appears to support casting to external displays.