TELECOM UNAIDED AWARENESS INCREASES +7% AS A RESULT OF KARGO’S MOBILE CAMPAIGN

TEENS & SUMMER MONTH DRIVING ARE A DANGEROUS COMBINATION

- 60% Of car crashes from memorial day to labor day are due to distracted driving.
- 25% Of teens report that they answer a text once or more every time they drive.
- 15% Increase in deadly car crashes involving teens between memorial day and labor day.

MAJOR TELECOM BRAND REACHES AUDIENCES WITH CONTEXTUAL SITE LIST TO DELIVER MESSAGE

**PARENTS**
Set limits and expectations with their teenage drivers and encourage them to implement safe driving techniques.

**TEENS**
Remind and encourage them to stop fatal texting and driving behaviors.

**Source:**
1. Research Now, May-October 2018, *Statistically Significant at 90% CL;