**BACK TO COOL**

**CHALLENGE**
How do you drive busy Moms in-store for back-to-school shopping?

**SOLUTION**
You start a store-like shopping experience on their mobile screens with ads that recreate browsing shelves and racks. Kargo’s Formation and Virtual Tour units enticed users to swipe and tap to explore a wide range of student accessories and looks. The results: Straight As across all KPIs.