CHALLENGE
How do you stand out amongst the competitors and amplify your new EV launch to the desired target market?

SOLUTION
Marry beautiful, mobile-first creative with premium editorial environments to effectively reach your audience while they are researching their next EV vehicle or consuming their favorite content. Kargo had recent success with an EV launch — including a brand study — and the results are shockingly great!

ELECTRIC SUCCESS
Tap into Kargo’s proven expertise within Electrification to elevate your next campaign

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Surface Go device, even though driver support is minimal. There’s a full guide for the steps to install Windows 10X on real hardware, but you’ll need to be familiar with PowerShell commands, hard drive partitioning, and a lot more if you want to experiment. Given how early Windows 10X is, we’d highly recommend not trying to install it on real hardware unless you really enjoy playing with beta software and can easily recover the original operating system on your device.

Microsoft is planning to release Windows 10X later this year on dual-screen devices. It will be preinstalled on tablets like the Surface Neo, and Microsoft has released this emulator primarily to allow developers to get their apps ready in time. We got a first look at Windows 10X earlier this week, and you can read our hands-on to see how Microsoft is modernizing Windows.

BREAKAWAY
1.5x CTR BENCHMARK

24.3%
LIFT IN AWARENESS

28.8%
LIFT IN FAVORABILITY

30%
LIFT IN AD RECALL

22.5%
LIFT IN CONSIDERATION

Source: Kargo Brand Response, 2021