CASE STUDY

KARGO ENHANCED CREATIVE

CHALLENGE

How can a luxury spirits brand drive awareness amongst bar frequenters across popular locations in Auckland, NZ?

SOLUTION

- > Leveraging an engaging Breakaway to Rich Media Store Locator experience to capture attention and help users discover where to try the drink.
- > Creatives targeted to bar hoppers and luxury liquor enthusiasts to hone in on a likely audience

RESULTS

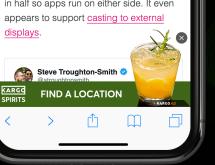
> We drove 3.5K incremental visits by the bars and clubs across exposed audiences.





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 <u>released its Windows</u> <u>10X emulator earlier this week</u>, 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 <u>brief video</u> shows that it appears to run well. Microsoft is designing Windows 10X to run on dualscreen 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 <u>casting to external</u> <u>displays</u>.





BREAKAWAY EXPANDABLE TO STORE LOCATOR