

DRIVE HOLIDAY PURCHASE INTENT WITH

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.

3.5K
INCREMENTAL
VISITS



BREAKAWAY EXPANDABLE TO
STORE LOCATOR