

# TACO THE TOWN

## CHALLENGE

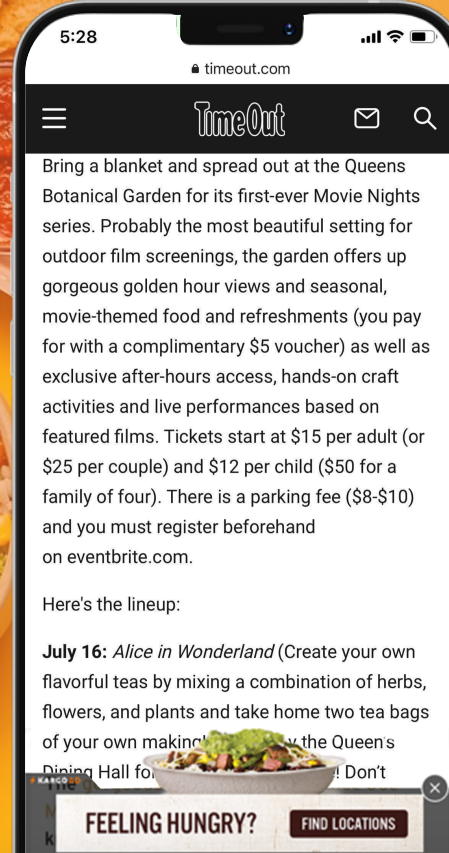
How do you get serious snackers to engage with your brand?

## SOLUTION

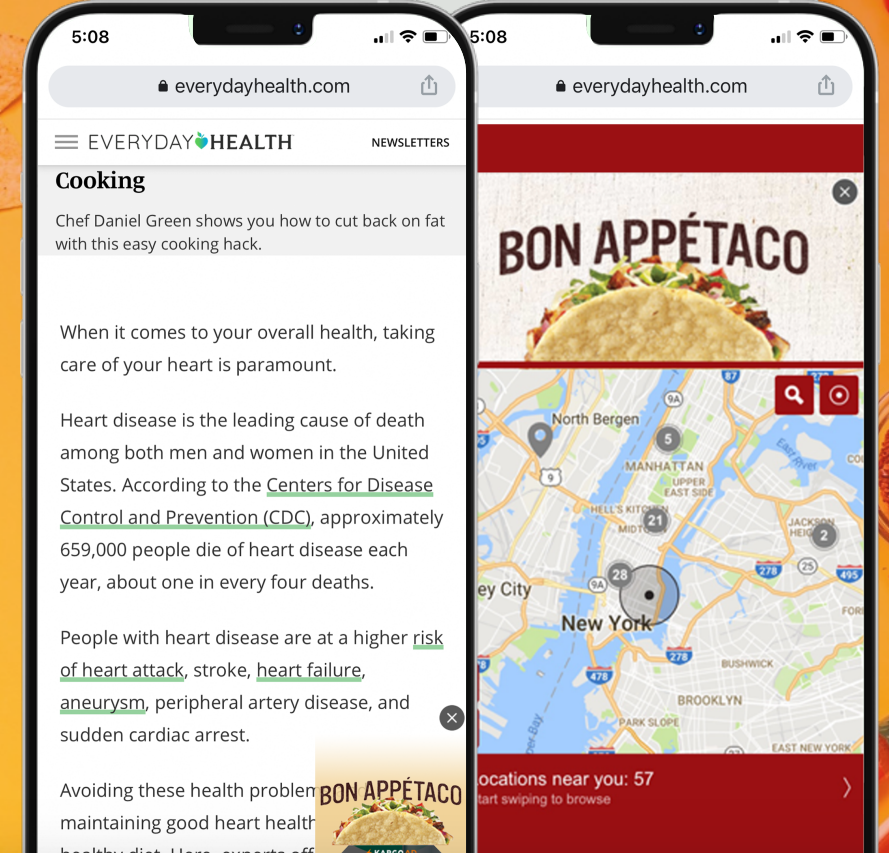
You serve up irresistible creative that gets them asking for more! Kargo cooked up an engaging Conveyor Belt Game that expanded from a variety of mobile formats. Consumers ate it up across content verticals – with benchmark-beating results spanning Entertainment, Food, Health & Fitness, Home & Garden, News, Style & Fashion and Lifestyle – showing snackers engage across a diverse range of content!

Source: 1. Kargo Research, Placed Study, Campaign Flight: March-June 2016. Campaign Size: 38.8MM. Impressions. Statistically Significant at 99% Confidence Level  
2. Kargo Engagement Metrics.

### BREAKOUT



### STORE LOCATOR EXPANDABLE SIDEKICK



8%

IN-STORE VISIT LIFT<sup>1</sup>  
36% Above Benchmark

3%

ENGAGEMENT RATE<sup>2</sup>  
3x Benchmark

89%

IN-VIEW<sup>2</sup>  
27% Above Benchmark