



KARGO

CREATIVE PLAYBOOK

CLICK THE TEXT OR ICON BELOW TO JUMP TO THE CORRESPONDING SECTION



NON-INTRUSIVE FORMATS



'SNACKABLE' ANIMATIONS



PROMINENT AND MEMORABLE BRANDING



IMAGES SPEAK LOUDER THAN WORDS

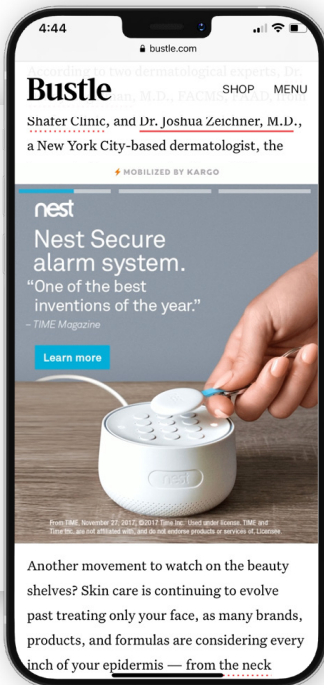


CLEAR & PERSISTENT 'CALL TO ACTION'



LESS IS MORE

Click each creative to view animated demo



NON-INTRUSIVE FORMATS

- Design for creative that is relevant to the channel and content
- Ensure the user has a clear way to exit the ad experience
- When possible, give the user the opportunity to control the ad experience (ex. Scroll-Reactivity)

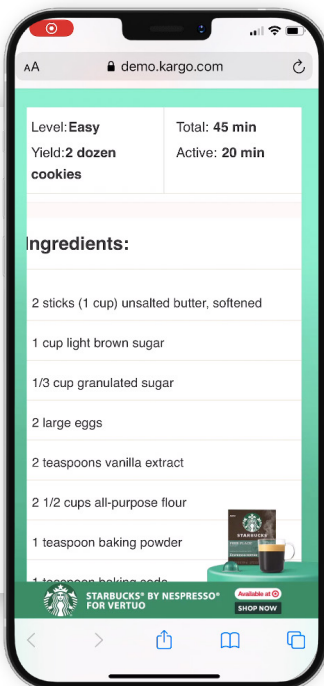
SCROLL-REACTIVE FUNCTIONALITY DRIVES:

- 2.8X Higher Engagement
- 1.25X Higher In-View Time



PROMINENT AND MEMORABLE BRANDING

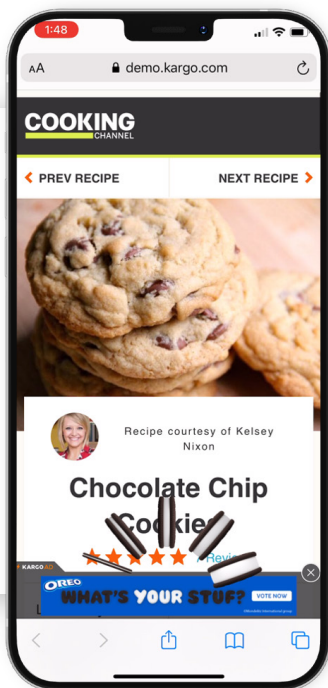
- Ensure brand image and logo are spotted within the first 1-2 seconds
- Utilize eye-catching / identifiable brand / product imagery & visuals
- Maximize real-estate by utilizing full-bleed creative



CLEAR & PERSISTENT 'CALL TO ACTION'

- Feature a CTA that matches the landing page – no surprises!
- Have the CTA be persistent across the ad experience.
- Ensure the CTA is easily identifiable and does not blend in with other text

Click each creative to view animated demo



'SNACKABLE' ANIMATIONS

- Leverage 10-12 animation frames for maximum impact
- Maintain 100KB file size
- Utilize pulsing CTAs to garner higher click through rates

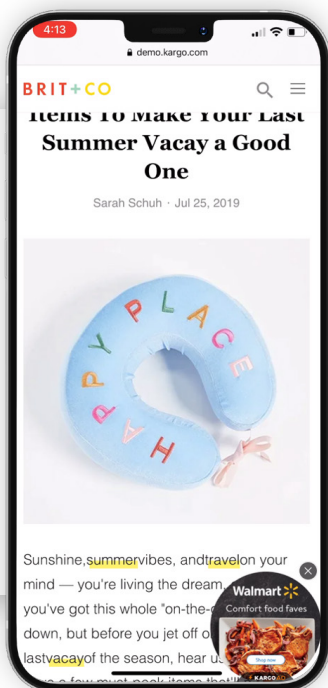
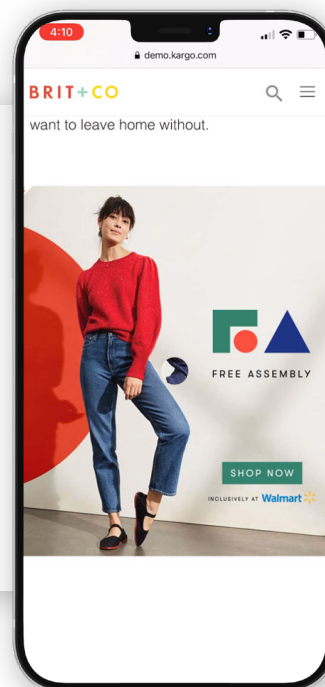
ANIMATION DRIVES:

- 80% Higher Unaided Recall
- 22% More Follow-Up Looks



IMAGES SPEAK LOUDER THAN WORDS

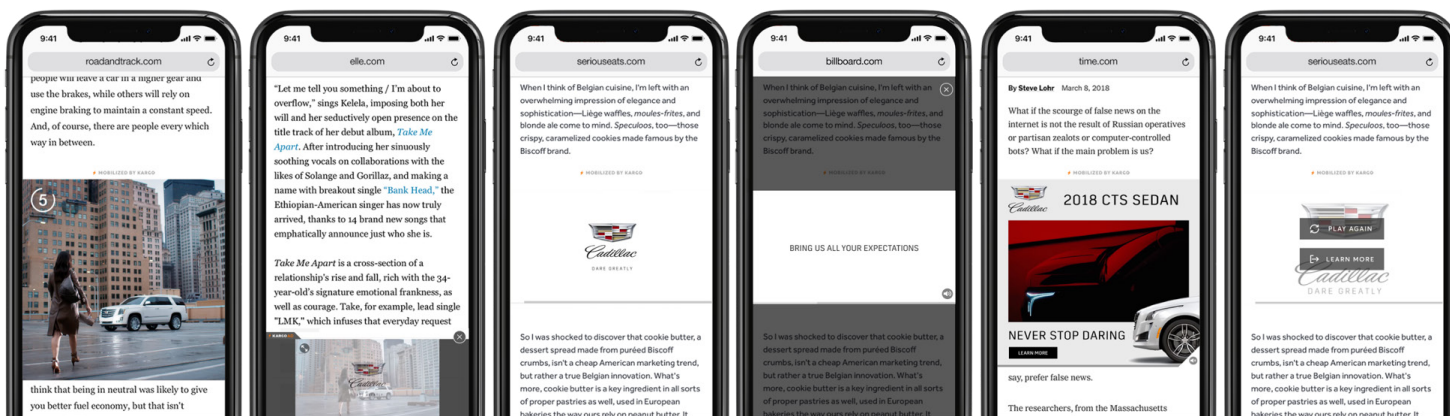
- Use succinct messaging
- Adjust font weight and colors to highlight key points in copy
- Use high-resolution imagery and product shots



LESS IS MORE

- Reduce clutter
- Mobile is a small screen, keep creatives simple
- Focus on top 3 elements: product imagery, logo and CTA

HOW KARGO OPTIMIZES VIDEO FOR MOBILE



- :06 - :10 sec length in mobile video

- Ensure mobile creative is audio neutral

- Front load branding elements

- Bold text cards in audio-off experience

- Kargo can add a persistent branded canvas

- End frame with clear CTA

KARGO OPTIMIZED VIDEO GARNER

85%

Greater un-aided recall

19%

Greater brand favorability

32%

Greater ad likeability