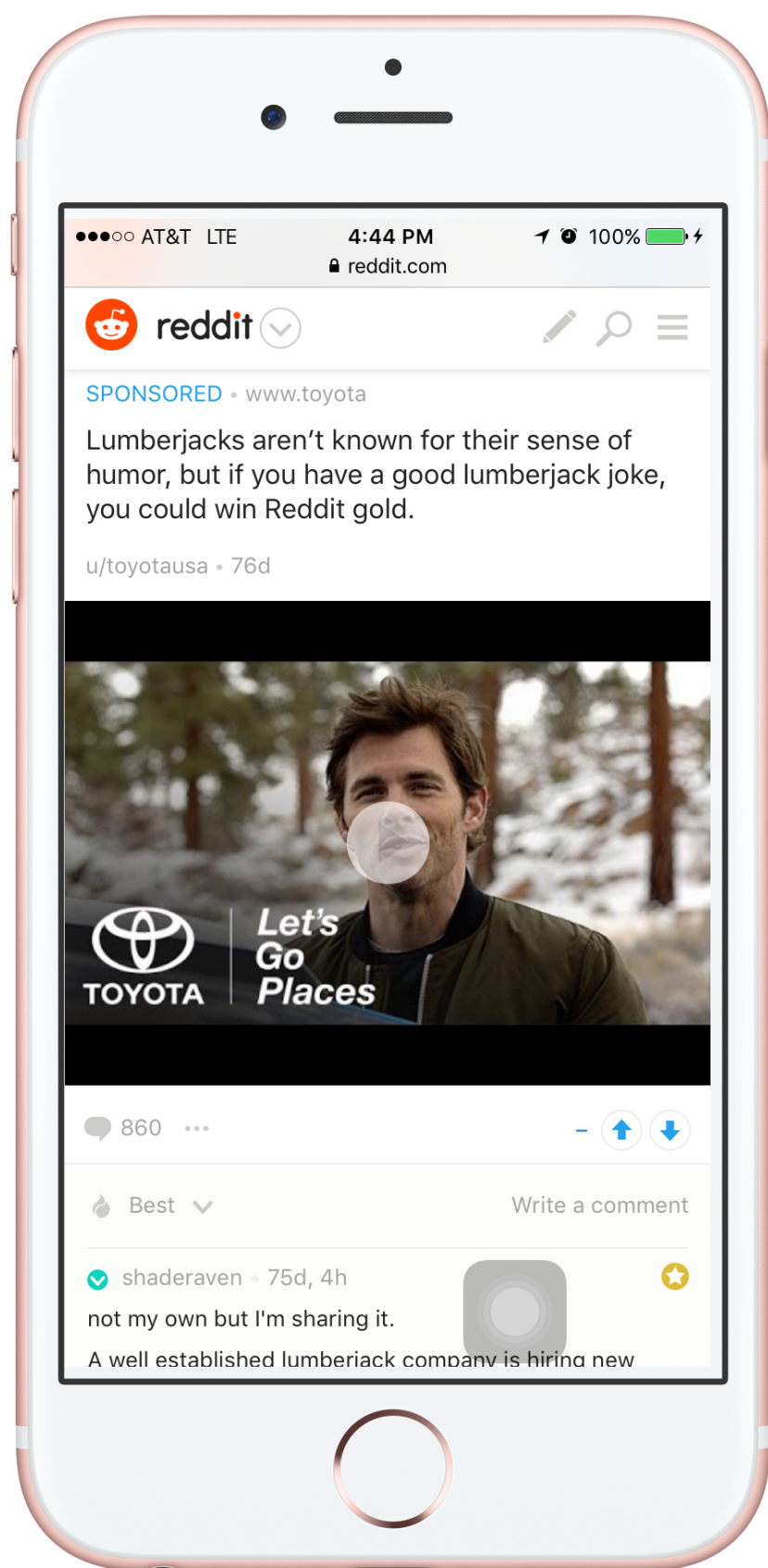




Introducing Reddit to the RAV4 Hybrid

Reddit combined the high-production value of Toyota's broadcast spots with campaign prompts that delighted and engaged Millennials across a diverse array of communities.



Brand Favorability



Lift compared to Automotive norms.*

Purchase Intent



Lift compared to Automotive norms.*

Site-Specific Engagement



Upvotes compared to organic site average

Story

Toyota came to us with a challenge: pique Millennial interest in the Toyota RAV4 Hybrid, a vehicle heralded for its fuel-efficiency and four-wheel drive capabilities.

Success

Reddit's Brand Strategy teams worked with Toyota's media agency, Saatchi & Saatchi, to develop fun prompts encouraging users to interact directly with the brand via native Promoted Posts. Prompts ranged from "your best lumberjack joke" to "the three people you'd take to Mars."

- In addition to favorability and purchase intent, the campaign drove double-digit lift across key brand attributes, including:
 - BA: Fits my lifestyle: 14.6%
 - BA: Is spacious: 19.6%
 - BA: Is inspiring: 14.4%
 - BA: Is versatile: 13.8%
- Promoted Post pages saw an average Active Page Dwell Time of 72 seconds, exceeding Moat Analytics benchmarks for *editorial* content across the web by 6%.**
- 23% of Promoted Post visitors navigated back to posts one or more times.