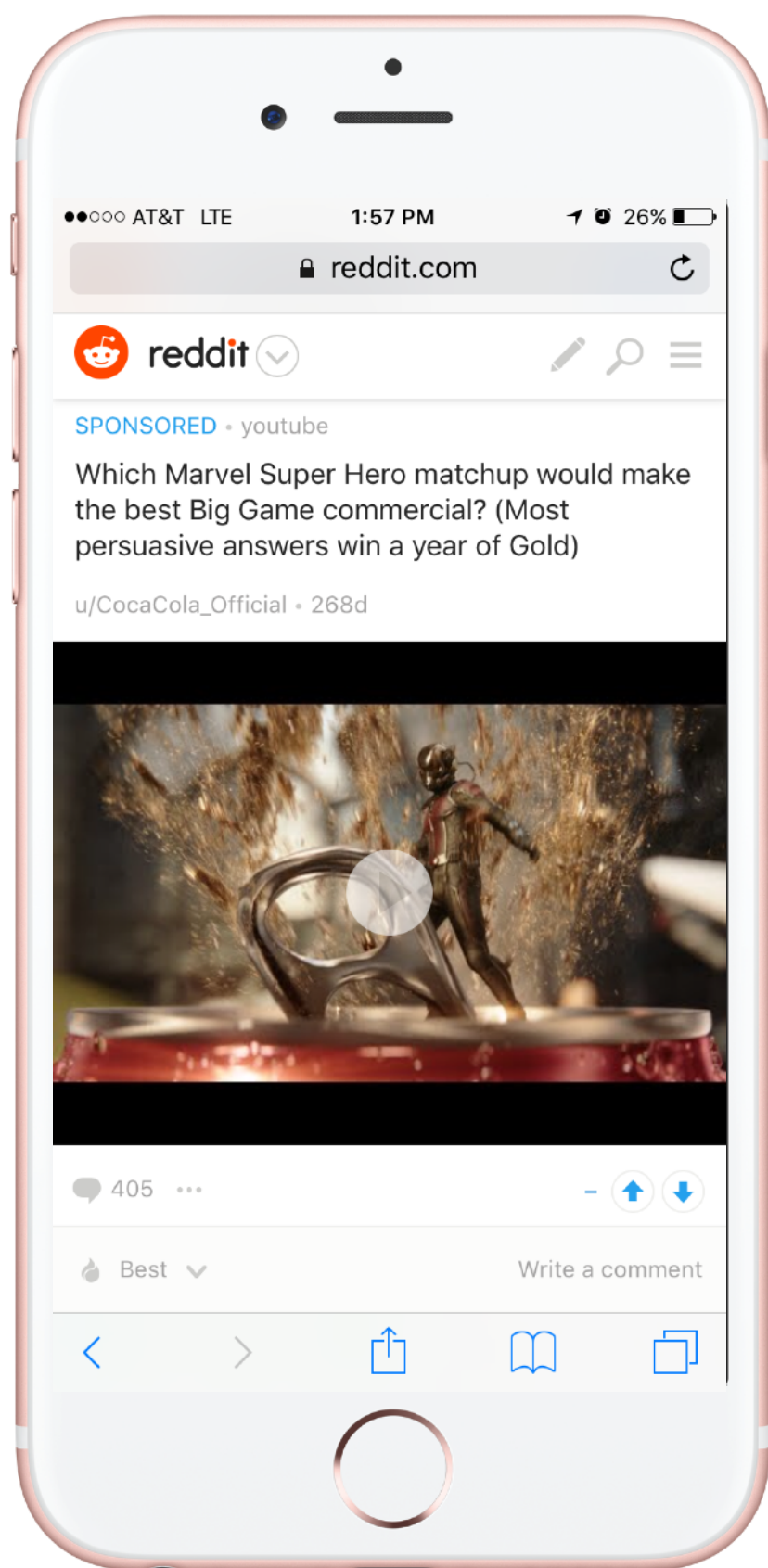




Driving Excitement Around the Big Game

Reddit paired intriguing prompts with super hero fanfare to drive excitement and buzz around Coca-Cola's Big Game commercial.

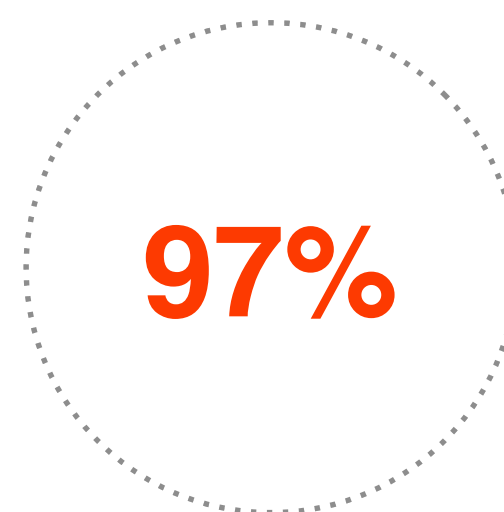


Screen Time



Average time spent in thread

Sentiment



Percent of comments which were positive

Returning Users



Users who navigated back to the thread

"Reddit is the largest group of communities self-organized around passion not just on the Internet but in the history of the world. A big part of why the Coke campaign worked was that Reddit was able to get it to the narrowly defined groups self-organized around relevant passion points. In this case, that led to more than 400 responses in 4 days that were 50% longer than organic comments, and an average of about 13 minutes spent on the ad per session, which is insane, considering that our attention spans are so short that Facebook and YouTube have to count 3 and 5 seconds watching as a full view."

Nathaniel Whitemore
CMO, Partnered

Story

In order to drive excitement around Coca-Cola's Big Game broadcast spot, we challenged Reddit's superhero and NFL communities to create stories featuring their ideal Marvel superhero matchup. The result was enough original stories – some as long as 700 words – to fill a 60-page book!

Success

- Users spent an average of 13 minutes in the thread, with 28% of users returning to the ad comment thread more than once,
- The campaign received over 400 comments, with 97% positive sentiment.
- Responses in-thread were 50% longer than the average organic Reddit comment.