

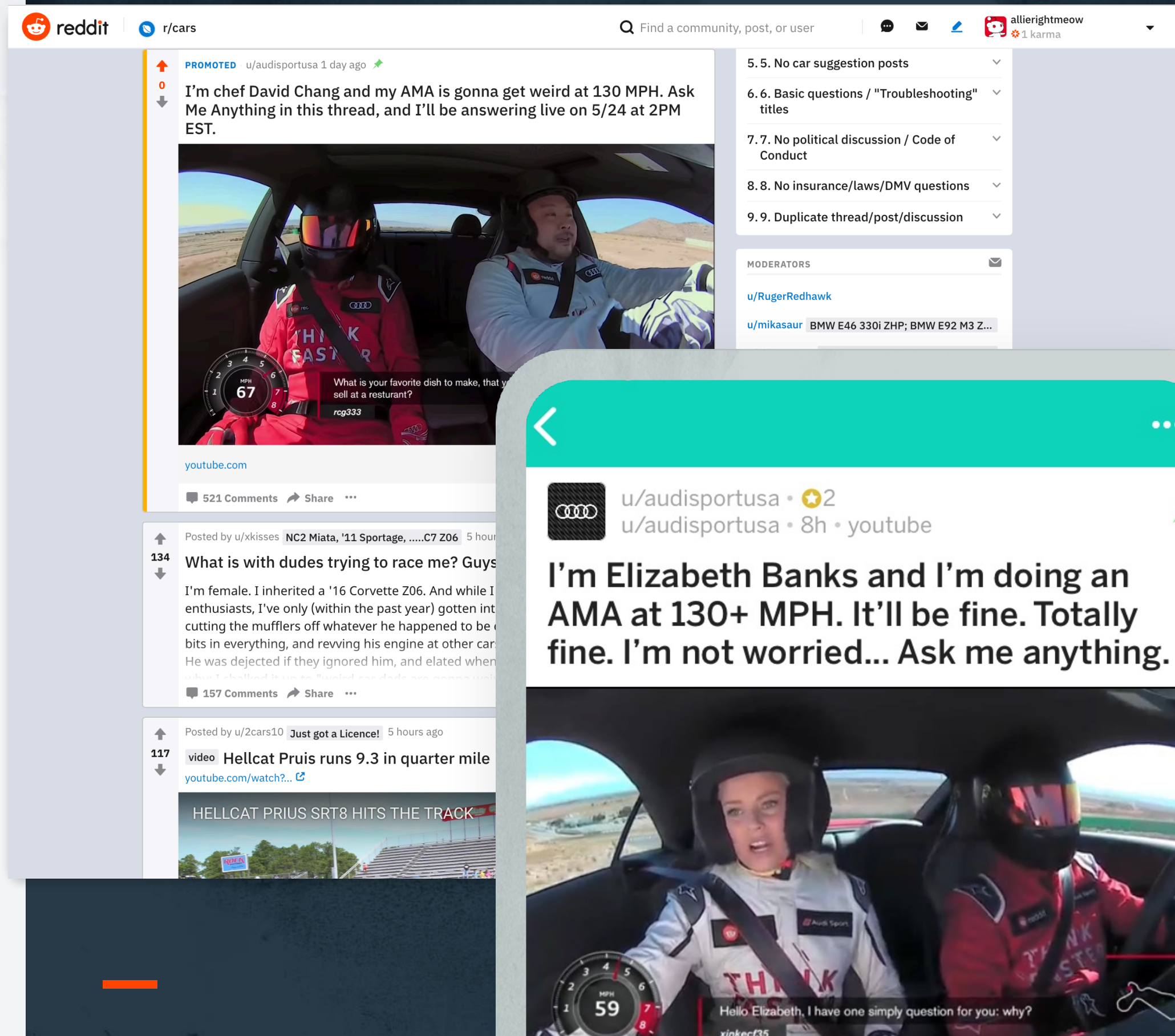
# Audi Think Faster: The World's Fastest AMA

Audi partnered with Reddit for their Think Faster AMA series — aka “the world’s fastest AMA” — and utilized Reddit Profiles to promote a 6 part AMA series with Adam Scott, Elizabeth Banks, Olivia Munn, Issa Rae, David Change and Liza Koshy.



## Success with Reddit

"We knew if we wanted to do interviews and have it live that the most authentic way of asking questions on the internet was to use Reddit"  
—Ken Bracht, Audi Director of Brand Marketing



**6.3K** Total comments across the AMA series

**2M** AMA post views throughout the series

**1st** Livestream AMA series on Reddit

SOURCE: Internal Data 2018



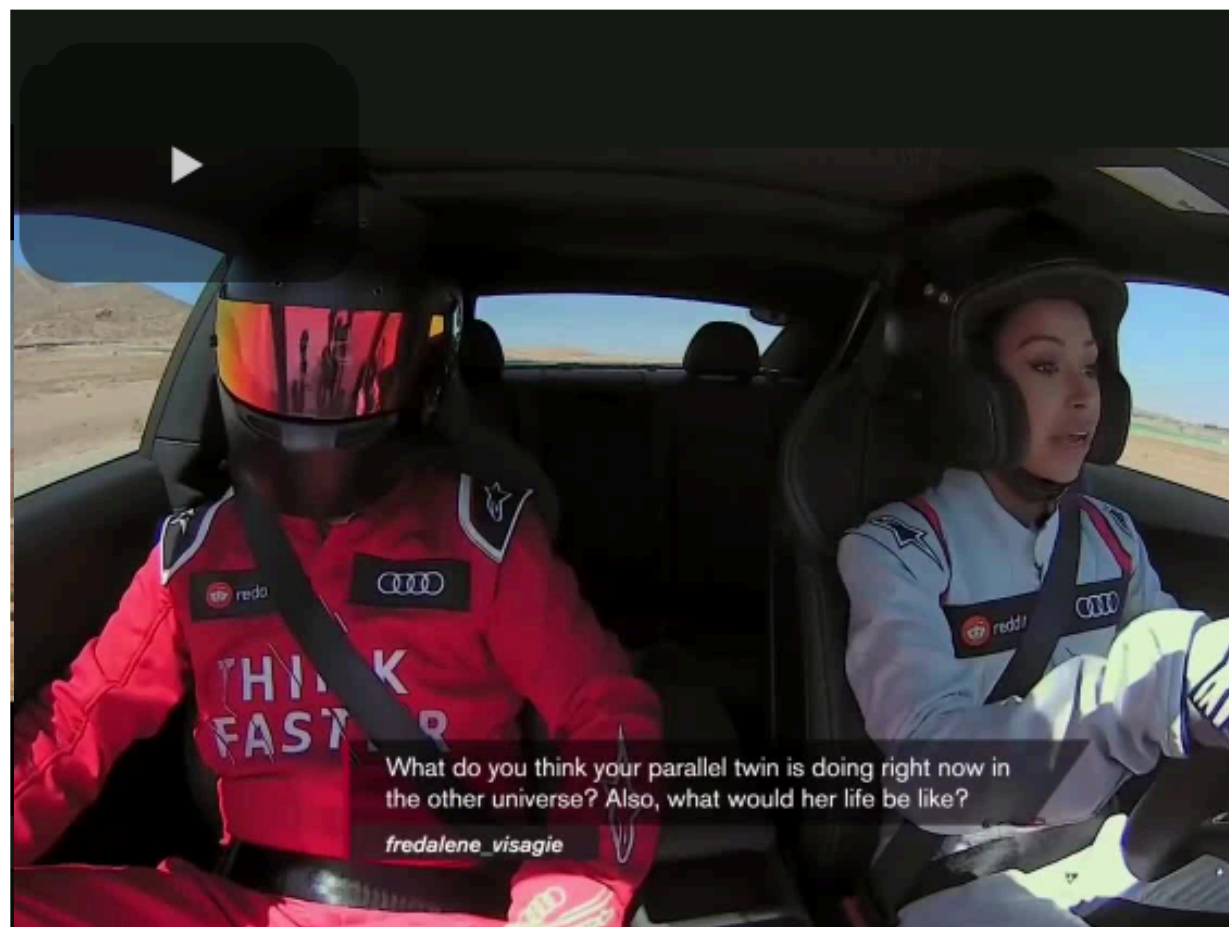


# 'Think Faster' generated significant earned reach



## AdAge

### REDDIT REDESIGN REVS UP ENGAGEMENT FOR AUDI'S 'THINK FASTER' CAMPAIGN



## ADWEEK

Adam Scott and Elizabeth Banks Took Questions From Reddit While Driving an Audi at 115 MPH



Adam Scott took questions on his favorite co-stars and memorable moments while navigating a race course.

## DIGIDAY

'A nice balance': Audi launches Reddit campaign 'Think Faster' to drive conversation

## USA TODAY

Elizabeth Banks hilariously did a Reddit AMA while zipping around a race track



## The Drum

Audi brings back 'Think Faster' AMA series on Reddit

