Welch's successfully reaches Gen Xers using video and engagement prompts

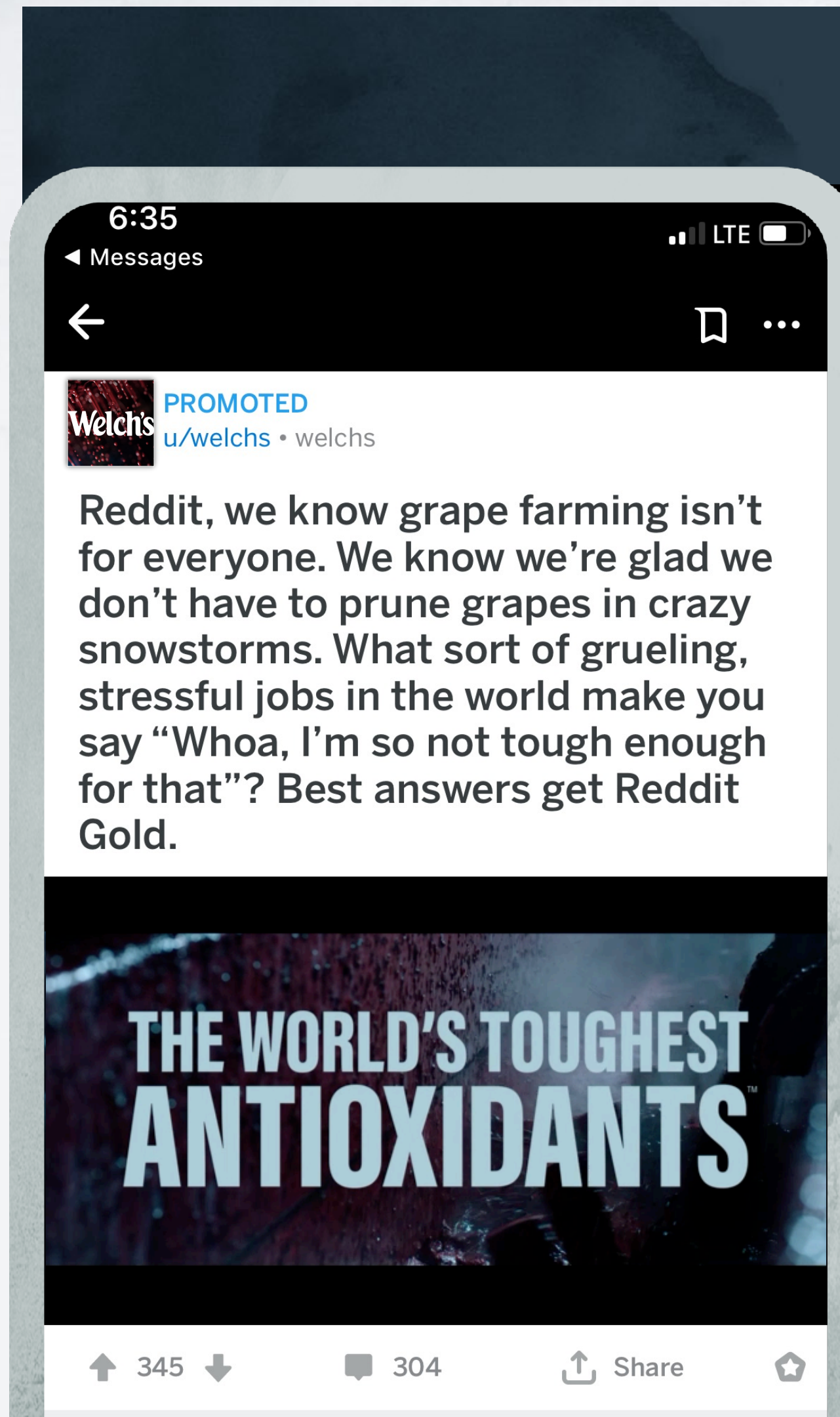Welch's partnered with Reddit to launch their new Tough As Grapes campaign among Gen X men

Success with Reddit

Welch's turned to Reddit with the goal of spearheading a drastic shift of their target audience to Gen X men. They worked with our Brand Partnerships team to create authentic prompts and an effective layered targeting strategy, launching first in hyper-relevant communities and gradually expanding to male-centric interest groups. Welch's unique approach, leaving comments on and allowing users to directly engage with the brand, paid off with strong performance against benchmarks.

" Reddit allowed us to target in a way that was authentic to the interests users were already engaging with, on a platform they trust. Out of everywhere we advertised, Reddit was our most positive channel."

—Andrea Ravenelle, Digital, Social & PR Manager, Welch's

6:35 LTE
◄ Messages

PROMOTED
u/welchs • welchs

Reddit, we know grape farming isn't for everyone. We know we're glad we don't have to prune grapes in crazy snowstorms. What sort of grueling, stressful jobs in the world make you say "Whoa, I'm so not tough enough for that"? Best answers get Reddit Gold.

THE WORLD'S TOUGHEST ANTIOXIDANTS™

⬆ 345   ⬇   💬 304   ⬆ Share   ⬜

31% Higher view through rate
compared to Reddit benchmark

2x Completion rate
compared to Reddit benchmark

83% Agree that Welch's content was relevant to them
26% higher than Kantar Millward Brown norms

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The campaign not only saw efficient video views, but also generated meaningful conversation

"We leveraged the Reddit team's expertise to help us create made-for-channel content that would be well received. With comments-on ads, users were not only highly engaged providing witty responses, but some even offered their praise for Welch's prompting a dialogue directly with users."

—Andrea Ravenelle, Digital, Social & PR Manager, Welch's

94%

Positive Brand Sentiment

among comments in the engagement prompt