

# Absolut leverages video to engage Millennials

**ABSOLUT.**<sup>®</sup>

## The Story

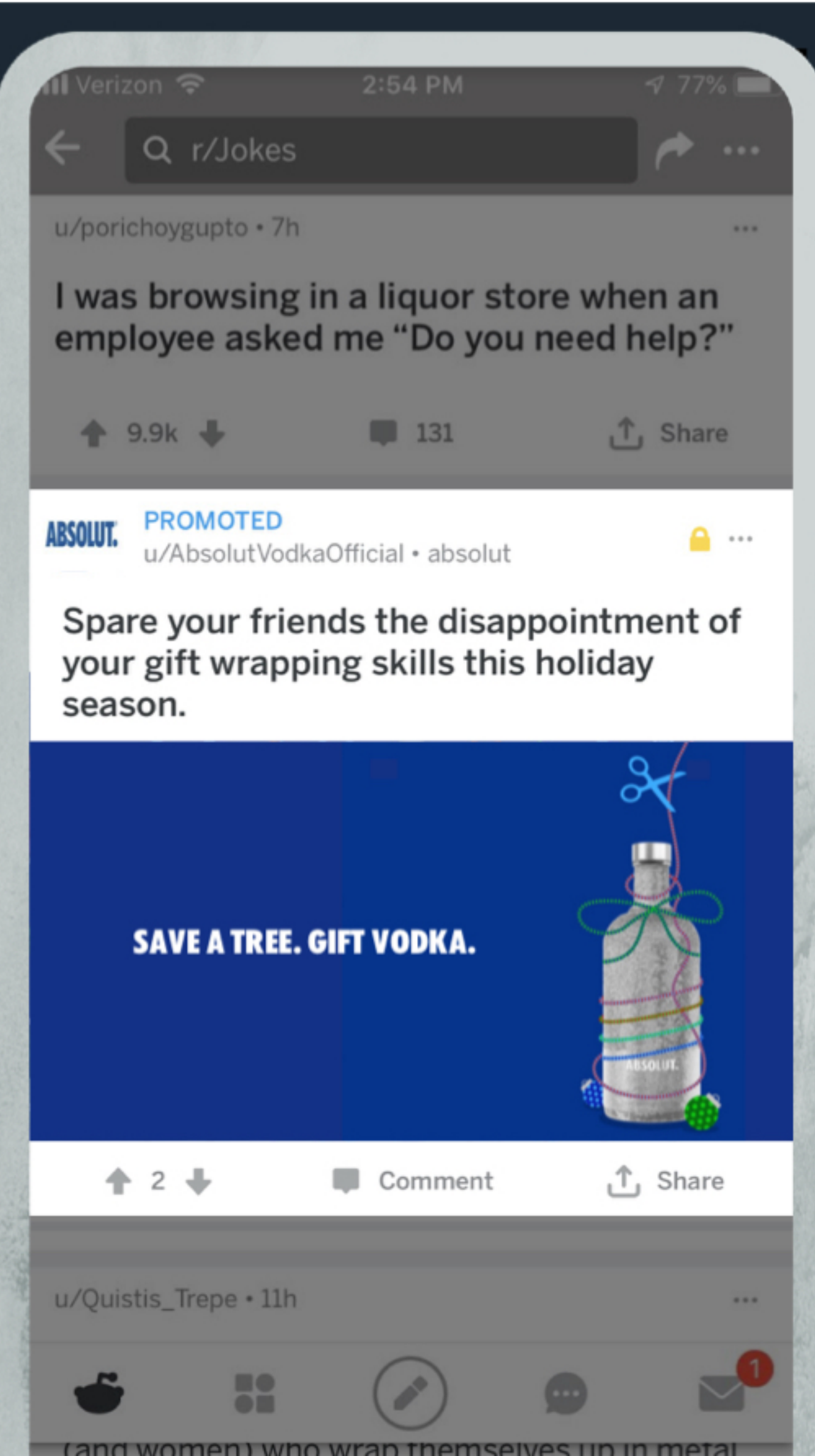
Absolut partnered with Reddit to launch their Holiday campaign among honest Millennials

## The Strategy

Absolut turned to Reddit with the goal of driving video views and growing brand awareness during the holiday season. Together with their agency 360i, they worked with our Brand Partnerships team to test a variety of creatives tailored to each holiday across humor and alcohol communities. Leveraging season-specific creatives and Reddit best practices led to increased awareness among an untapped audience and strong video performance.

***“It was a clear choice for us to work with Reddit because the platform is the place millennials go to have honest conversations. Not only does Reddit have the right audience, it has the ability to get real, authentic reactions from users.”***

**—Jessica Velastegui, Digital Engagement Absolut**



**2.5x**

**Avg. Completion Rate**

compared to Reddit benchmark

**20%**

**Higher view through rate**

for top performing video compared to Reddit benchmark

**+8%**

**Lift in top of mind awareness**

among users who had not previously purchased Absolut

