

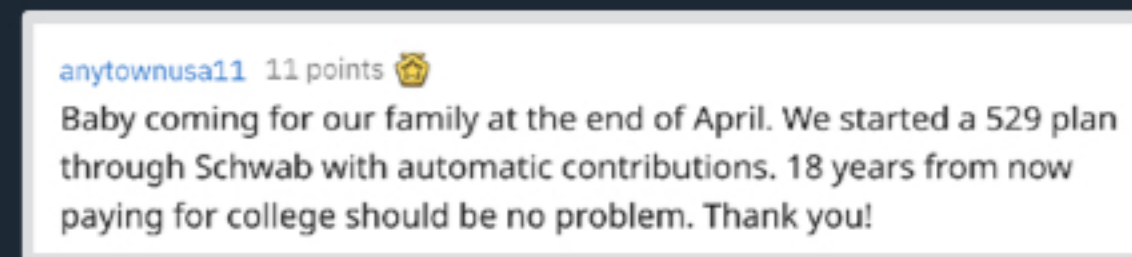
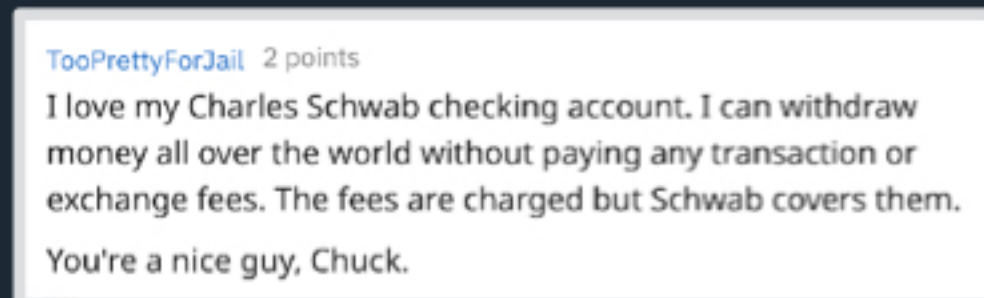
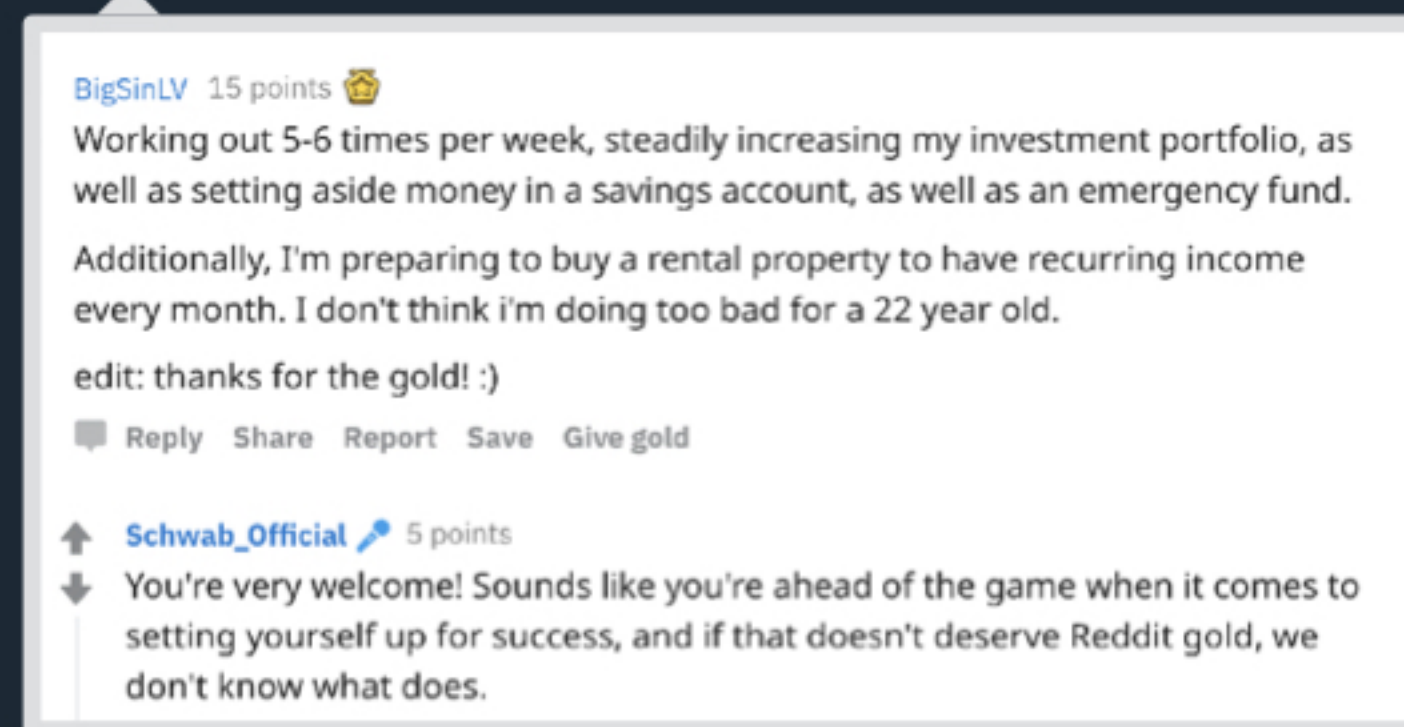
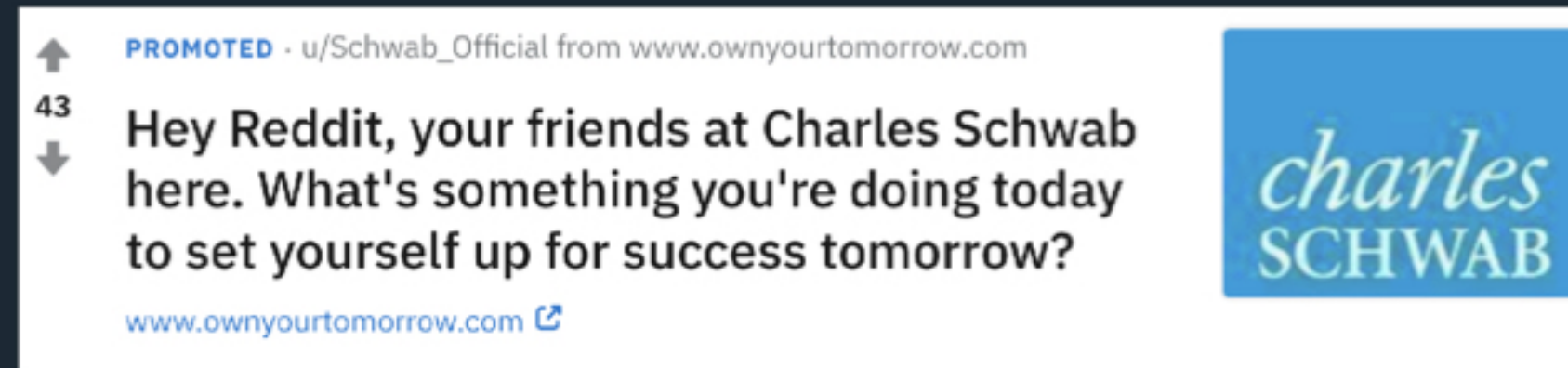
Charles Schwab: The Power of a Good Question

Schwab sparked positive conversation as well as significant site traffic

charles SCHWAB

"The Reddit campaign exceeded our expectations across the board, and we were very impressed with the team who helped us achieve our objective."

- **Peter Vaughan**, Director of Brand Innovation and Social at Charles Schwab



Success with Reddit

Charles Schwab and Reddit created a successful engagement campaign asking Redditors within the personal finance community a simple question. The community quickly shared their best practices along with their praise for the Charles Schwab brand. Although not a primary goal, the Charles Schwab team found that people who engaged with the ad took additional action on their site. This showed that communities built on passion points, rather than personal connections, are ready and willing to engage with brands that align to their interests.

"We knew Reddit was a place where honest conversations occur, so we thought it was the perfect place for our brand to champion people who were willing to ask themselves tough questions and put a plan together to achieve their goals."

—**Peter Vaughan**, Director of Brand Innovation & Social at Charles Schwab

