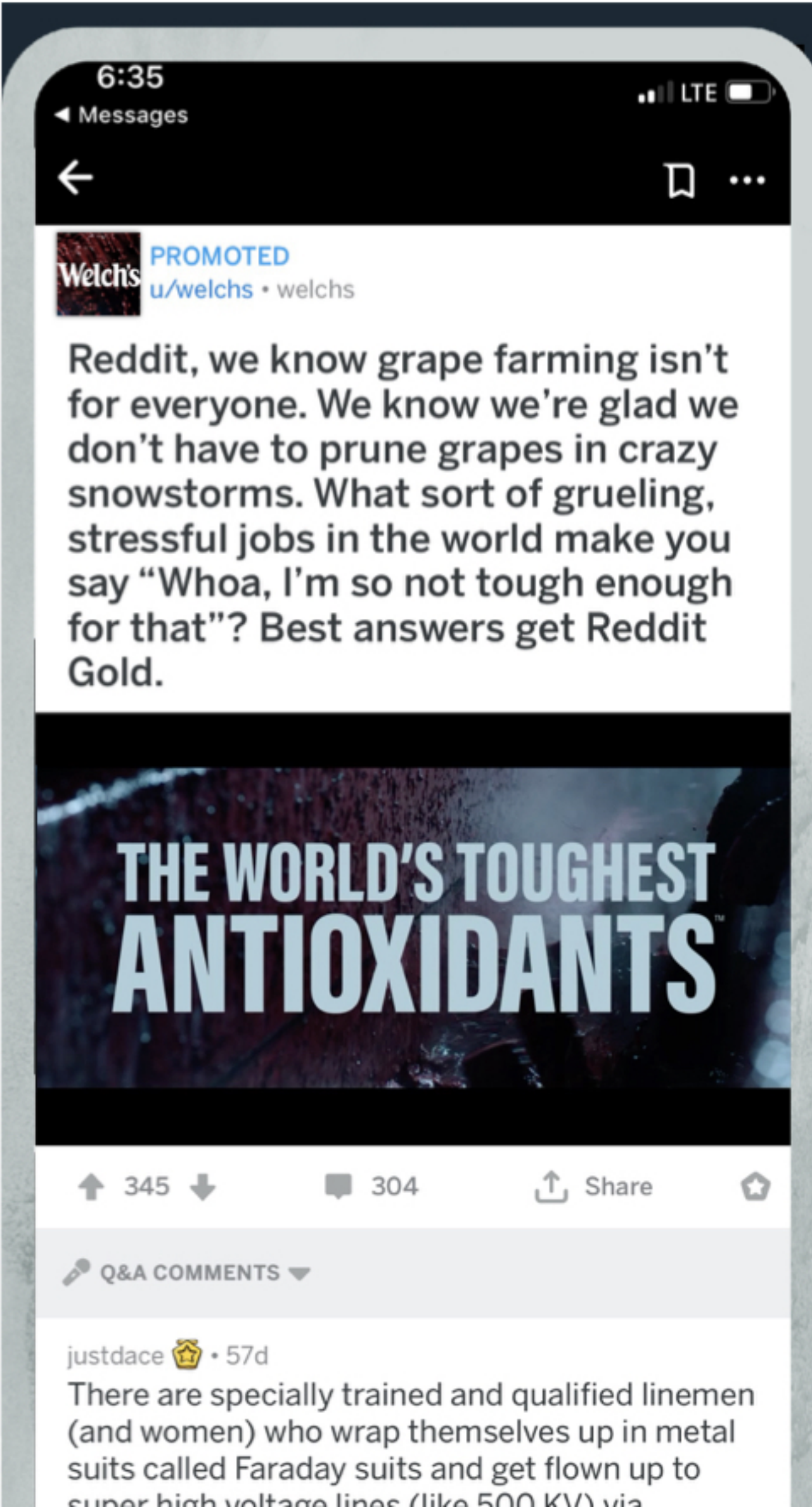


# Welch's successfully reaches Gen Xers using promoted video and engagement prompts



## The Story

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

## The Strategy

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**

31%

**Higher view through rate**

compared to Reddit benchmark

2x

**Completion rate**

compared to Reddit benchmark

83%

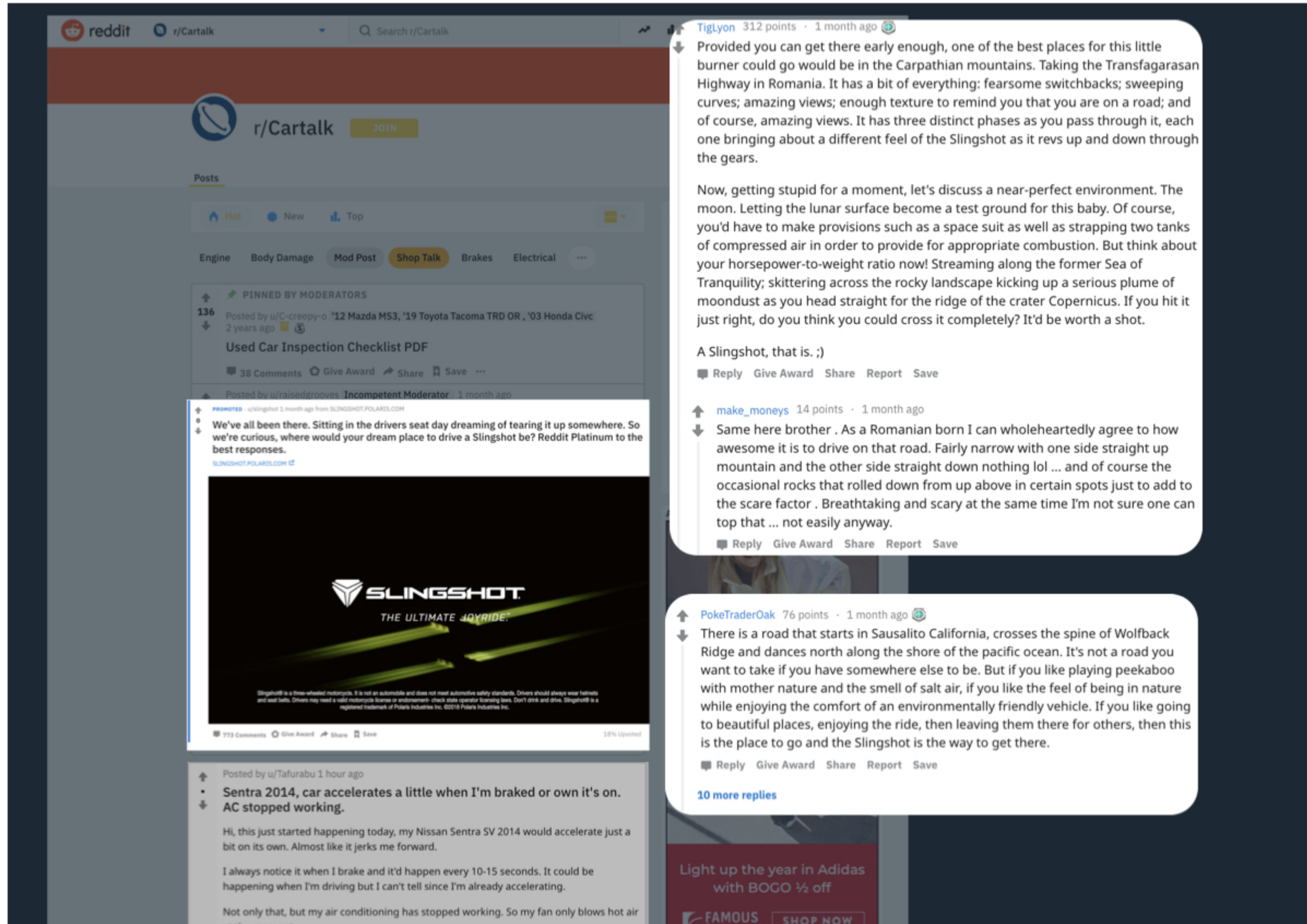
**Agree that Welch's content was relevant to them**

26% higher than Kantar Millward Brown norms



# Welch's successfully reaches Gen Xers

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**



**Positive Brand Sentiment**

among comments in the engagement prompt

SOURCE: Internal Data 2019

