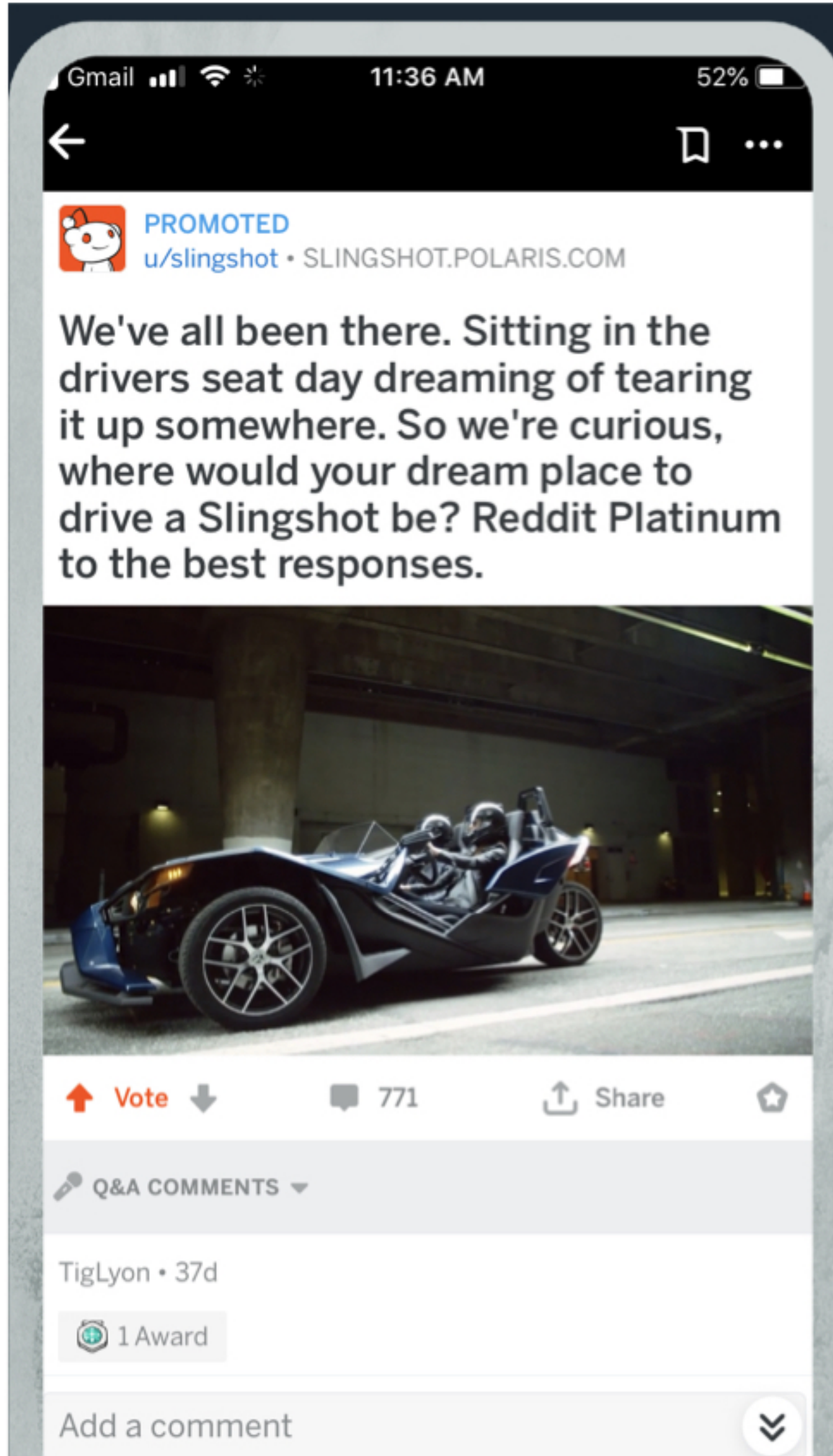


# Polaris Slingshot® generates meaningful conversation surrounding their three-wheeled vehicle



## The Goal

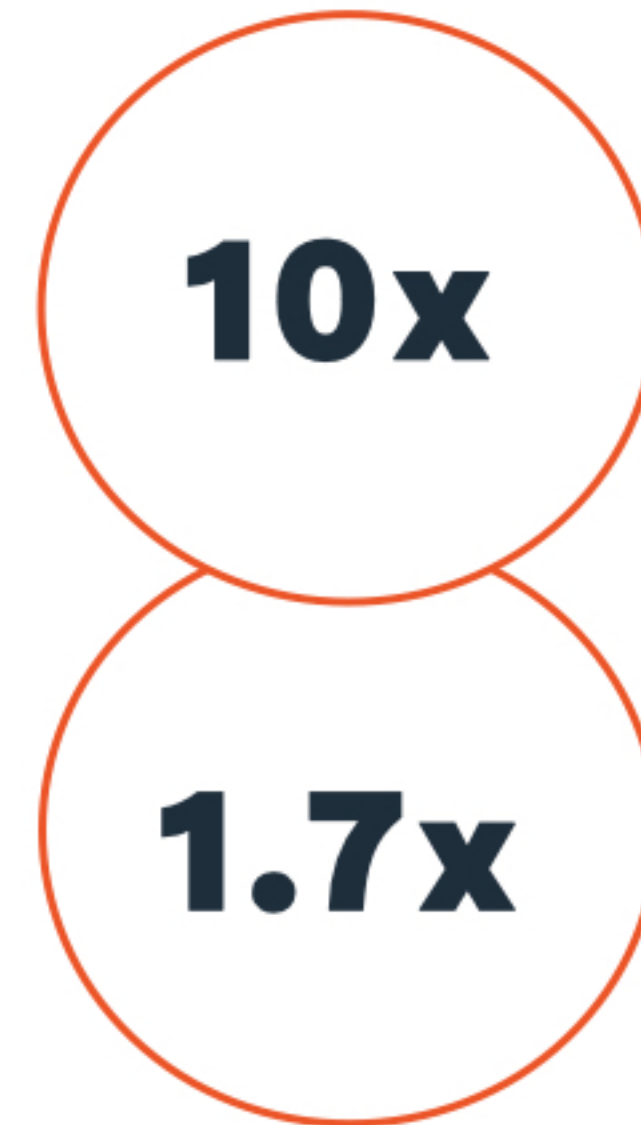
Polaris Slingshot® worked with Reddit to increase awareness and engagement around their luxury three-wheeled motorcycle, Slingshot.

## The Strategy

Polaris Slingshot® leaned on Reddit's Brand Strategy team to couple their promoted video with unique engagement prompts that would resonate with the community. With a layered targeting approach, they started the conversation in passionate communities then expanded to auto and technology interest groups as well as third party audience targeting.

## The Success

The partnership successfully engaged the community resulting in higher than average comment rates, CTR, and comment length.



10x

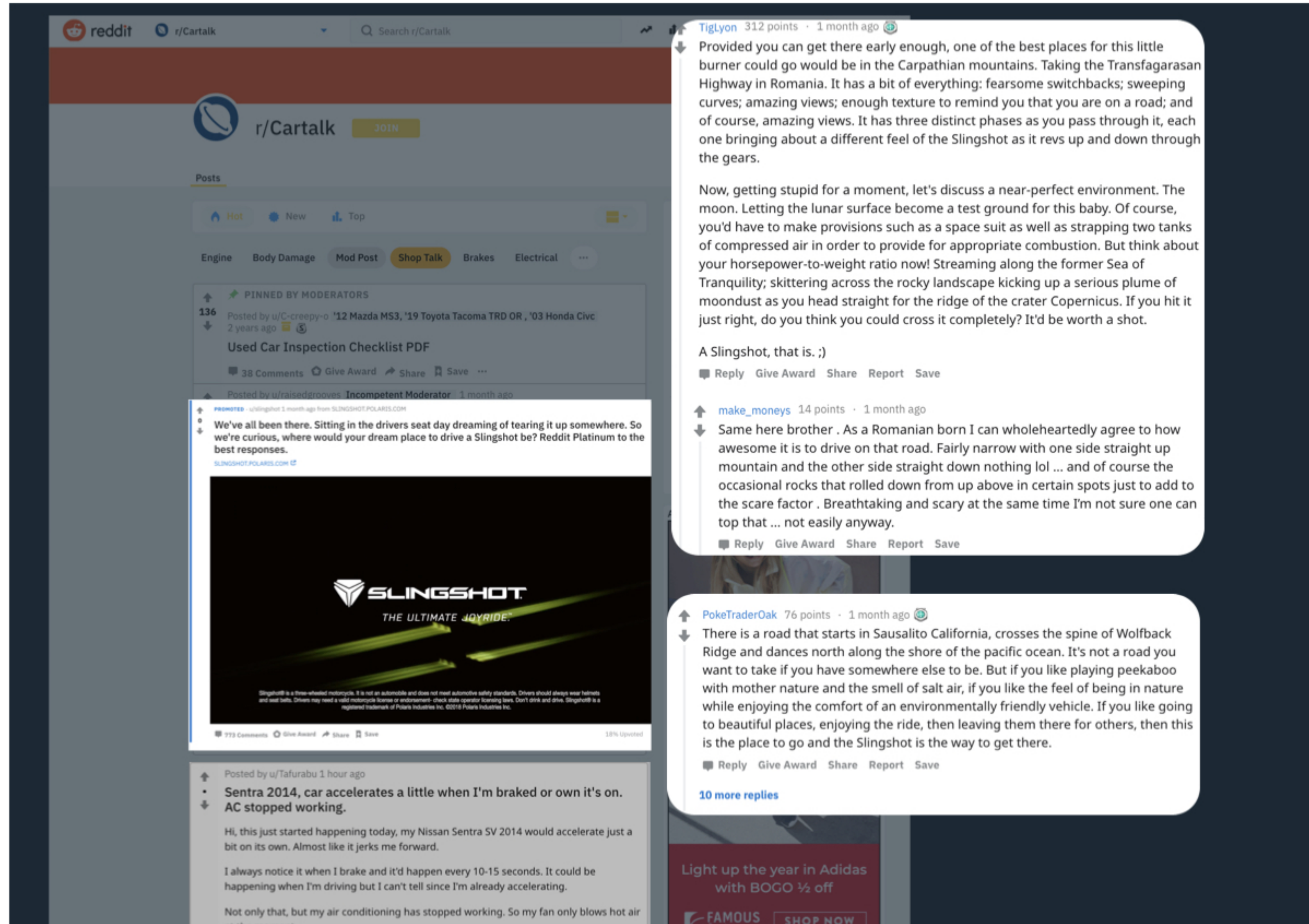
**Higher comment rate**  
compared to Reddit benchmark

1.7x

**Higher CTR**  
compared to Reddit benchmark



# Polaris Slingshot® generates meaningful conversation surrounding their three-wheeled vehicle



**“We worked with Reddit’s Brand Strategy team to create an effective targeting strategy along with interesting prompts that would resonate with the community. We found Reddit users to be highly engaged writing creative responses about their dream place to drive a Slingshot Polaris”**

**-Collett Mazula, Slingshot Marketing Manager**

**1.7x** Longer comment length compared to Reddit benchmark

