

MeUndies x Reddit

On National Undies Day, MeUndies came out to play with a prompt for the poets (and, yes, they did know it) to put their sweet skills on display



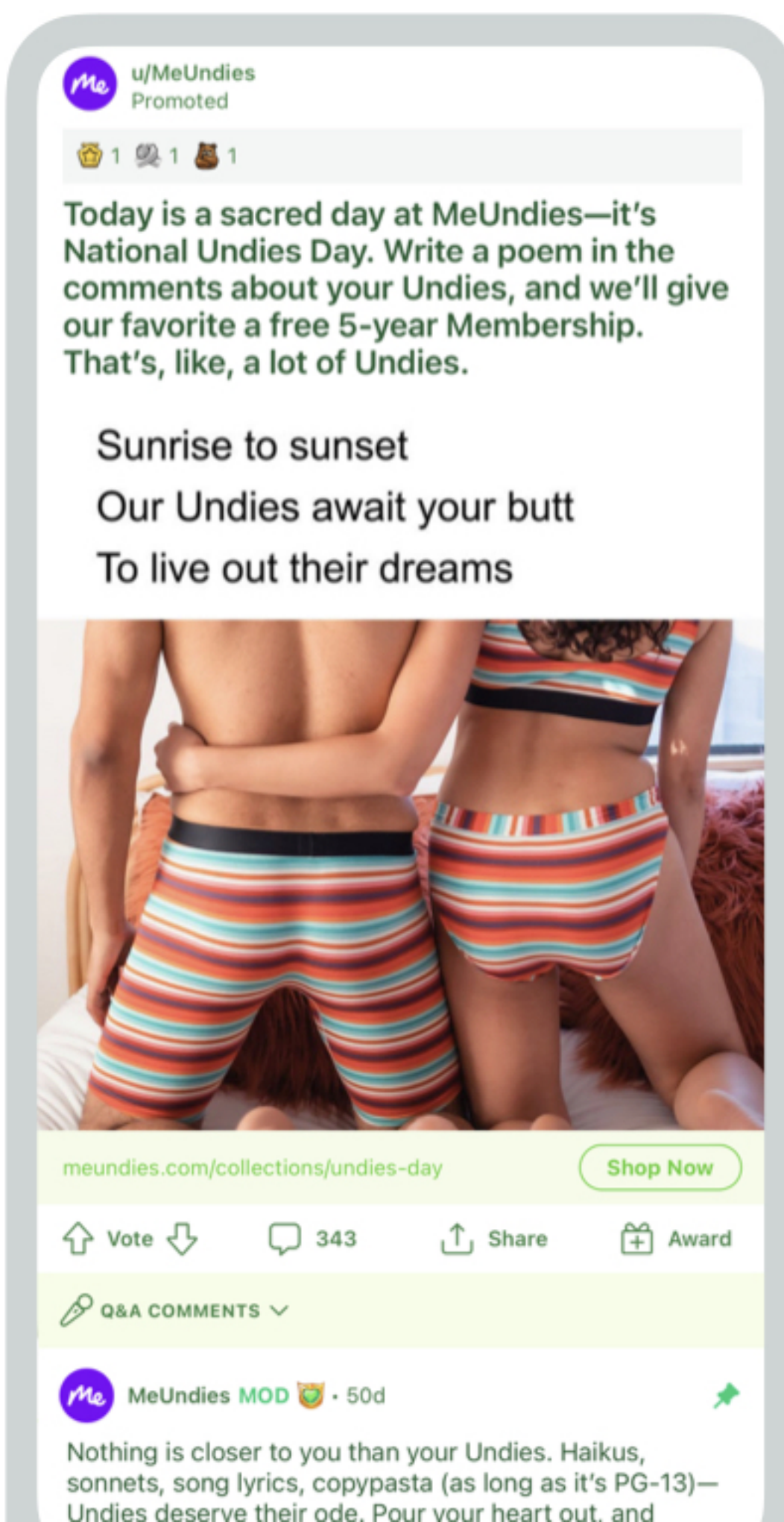
THE CAMPAIGN

- **Industry:** Retail
- **KPIs:** Engagement, Traffic, Sales
- **Targeting:** Entertainment, Run of Site, Family & Relationships
- **Ad Products:** Engagement Prompt

The MeUndies team wanted to create a custom moment on Reddit to celebrate and reward their existing fans while driving awareness and bringing new customers into the fold.

A cheeky Engagement Prompt on National Undies Day asked Redditors to write poems for a chance at winning a 5-year membership. Redditors showed up in droves (and possibly their underwear).

THE CREATIVE

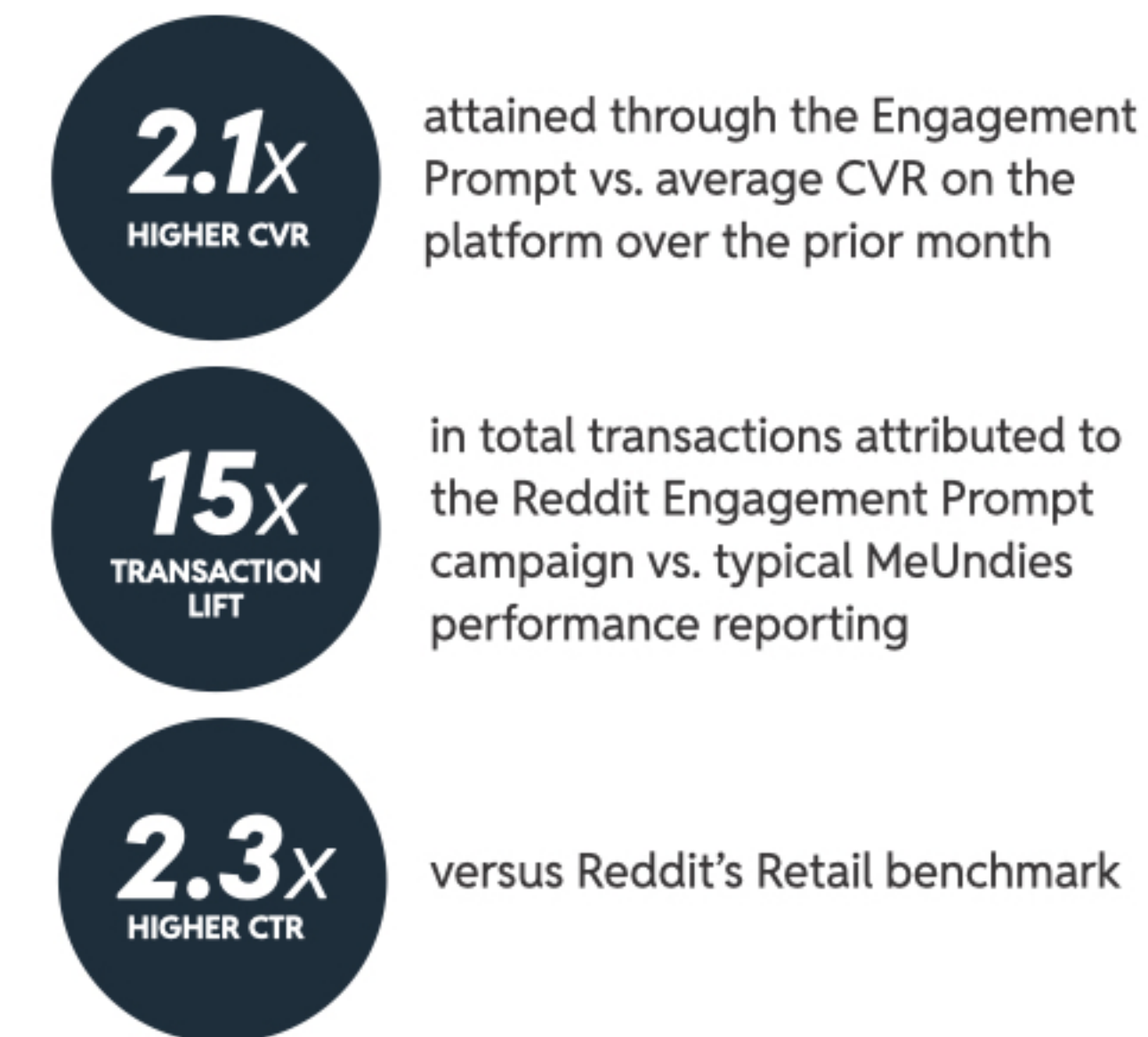


*There was an Engagement Prompt
By Redditors' rhymes was it swamped
Each poem they penned
Could win in the end
5 years of MeUndies, comped*

Best Practices:

- Play with humor and culture
- Demonstrate knowledge of Reddit
- Use a casual, conversational tone

THE RESULTS



The Reddit team has provided incredible support throughout our paid media campaigns. They're a knowledgeable team, and our work together has been innovative and fast-moving. We had confidence in our working partnership before our National Undies Day campaign started, and the impact of the campaign speaks for itself.

Kathy Pham
Senior Associate, Growth Marketing @ MeUndies



Sources: Reddit Internal, Reddit Pixel, Google Analytics, Client Internal