



NOOSA YOGHURT x REDDIT

CASE STUDY



In Brief

noosa Yoghurt x Reddit



Redditors answer the age-old question of which yoghurt flavor has the highest lunch trade value. The result? Exceptional brand lift performance for noosa. (Also, Lemon.)

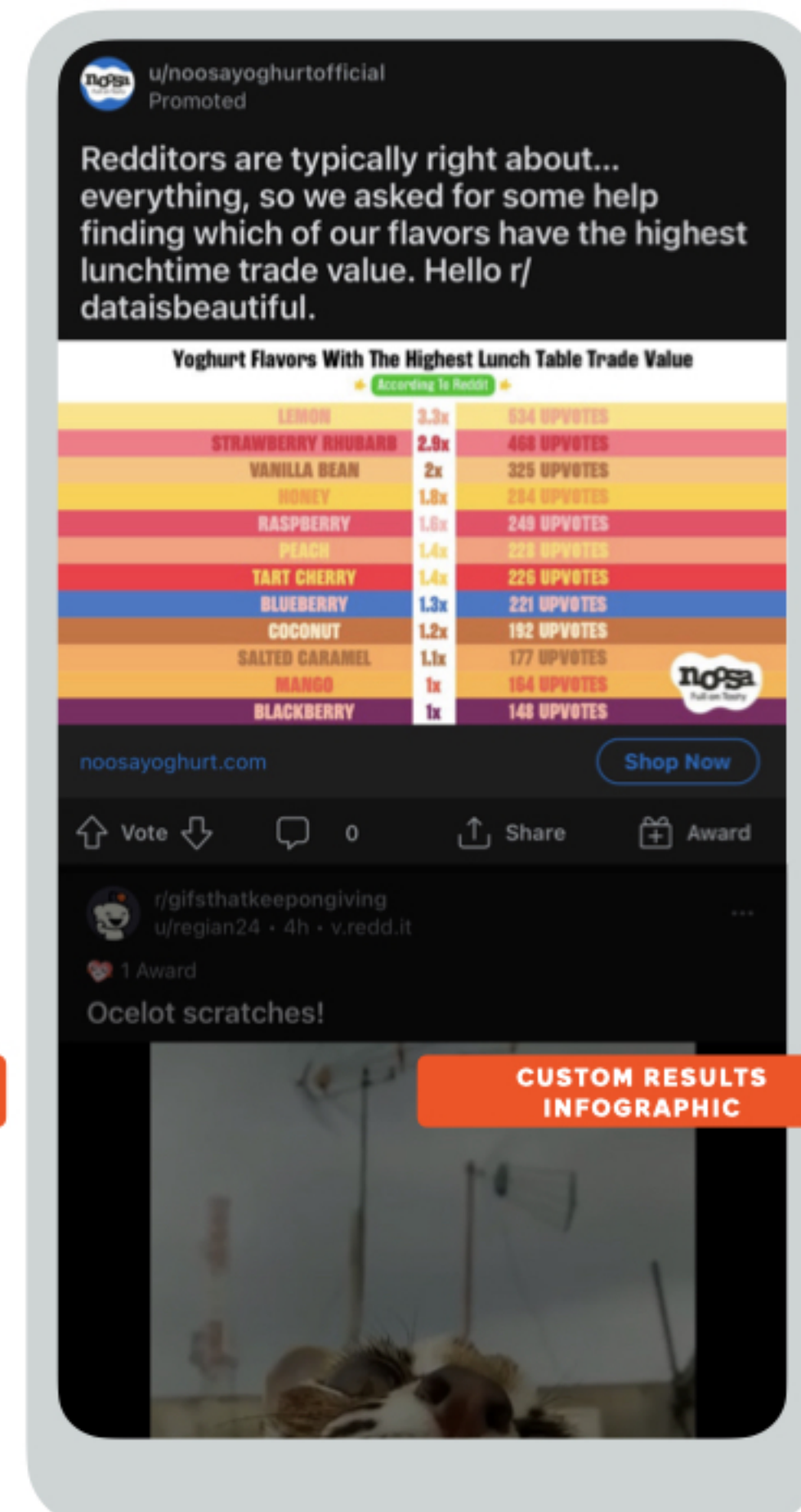
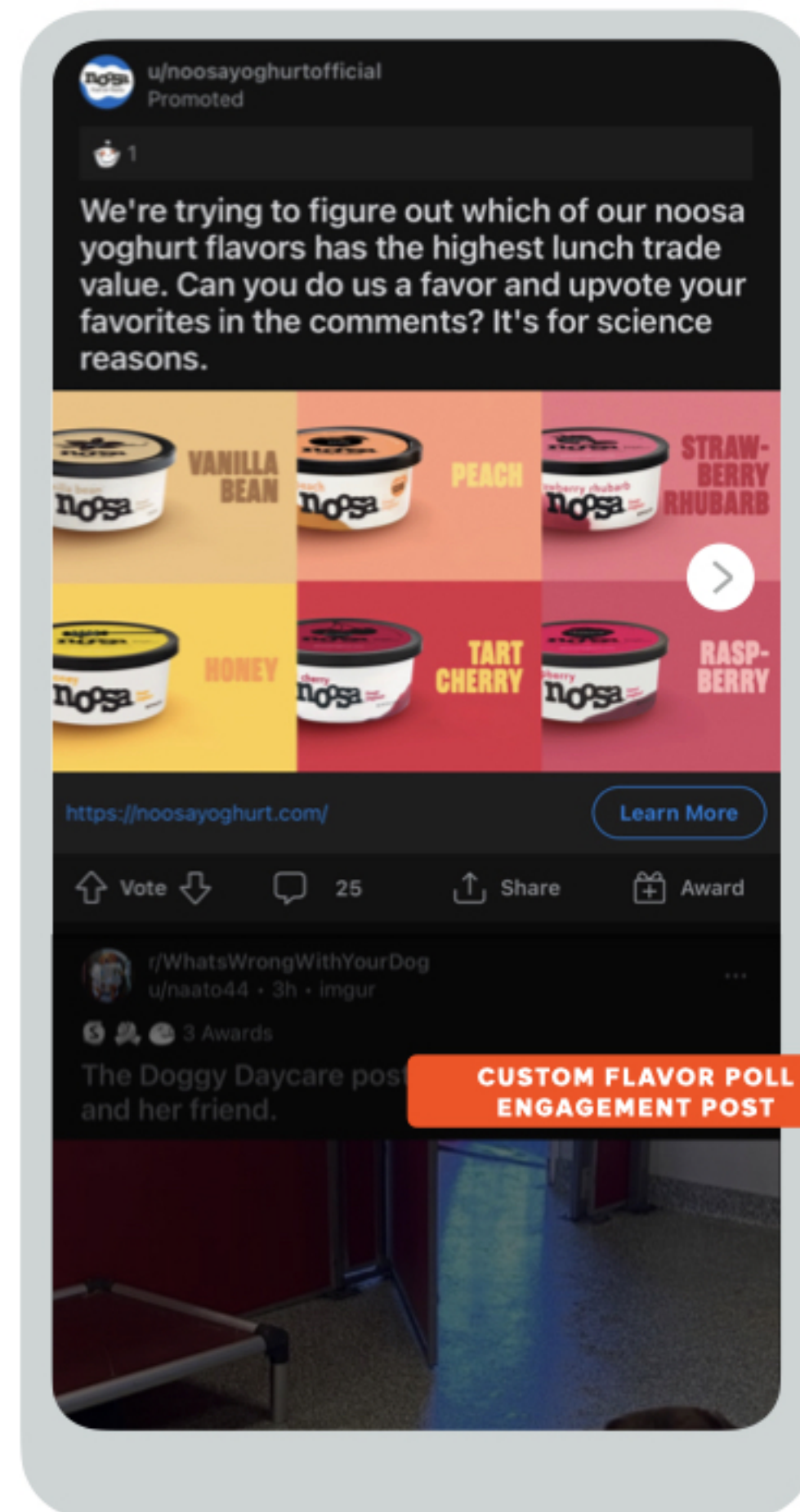
THE CAMPAIGN

For Back-to-School 2021, noosa brought its bold, fun, and playful brand to Reddit's bold, fun, previously untapped, and unduplicated audience of yoghurt fans.

The campaign saw exceptional performance thanks to its diverse mix of media—from its “Flavor Poll” Custom Creative made in partnership with Reddit's KarmaLab to its supporting media including Promoted Posts, Videos, and Gifs using existing noosa assets.

- **Industry:** CPG
- **KPIs:** Awareness and Engagement
- **Key Targeting:** Lifestyle & Leisure, Food & Drink
- **Ad Products:**
 - Engagement Posts
 - Custom Creative
 - Promoted Posts
 - Promoted Carousel
 - Category Takeovers

THE CREATIVE



THE RESULTS

49%
LIFT

in **Brand Recall** among Redditors exposed to the noosa campaign

30%
LIFT

in **Brand Favorability** and the perception that noosa is “a brand for me”

39%
LIFT

in **Purchase Intent**—15x the typical lift observed in the vertical

“Reddit's unduplicated user base, interest targeting, and engaged communities helped noosa speak to a new target audience that hadn't been reached through other social platforms during the busy Back-to-School season. Unique ad formats specific to the platform also gave the brand an opportunity to interact authentically with the audience.”

Clint Mickel, Senior Marketing Director, noosa Yoghurt





Expanded

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CAMPAIGN OVERVIEW

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OVERALL RESULTS



in **Brand Recall** among Redditors exposed to the noosa campaign



in **Brand Favorability** and the perception that noosa is “a brand for me”



in **Purchase Intent**—15x the typical lift observed in the vertical

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Clint Mickel, **Senior Marketing Director, noosa Yoghurt**

“It was a joy to work with Reddit to bring to life such an authentic campaign for the noosa product. Not only did Reddit exceed VCR, CTR, and CPM benchmarks across all ad units, they also presented a fresh take on noosa and its products during a competitive and important time period, helping the target audience to remember the brand and its products.

Jill Euchner, **Associate Director, Resolution Agency**

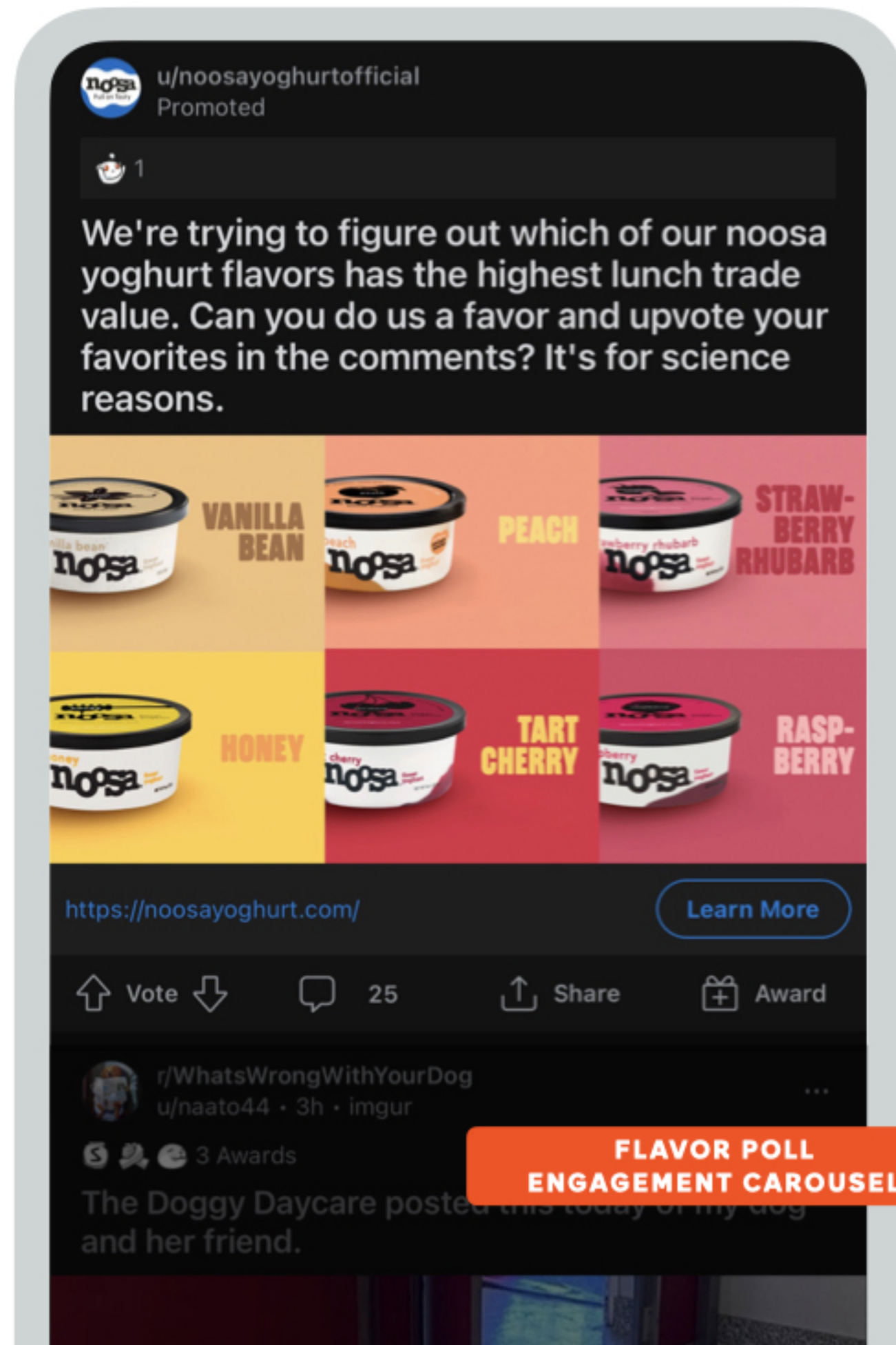


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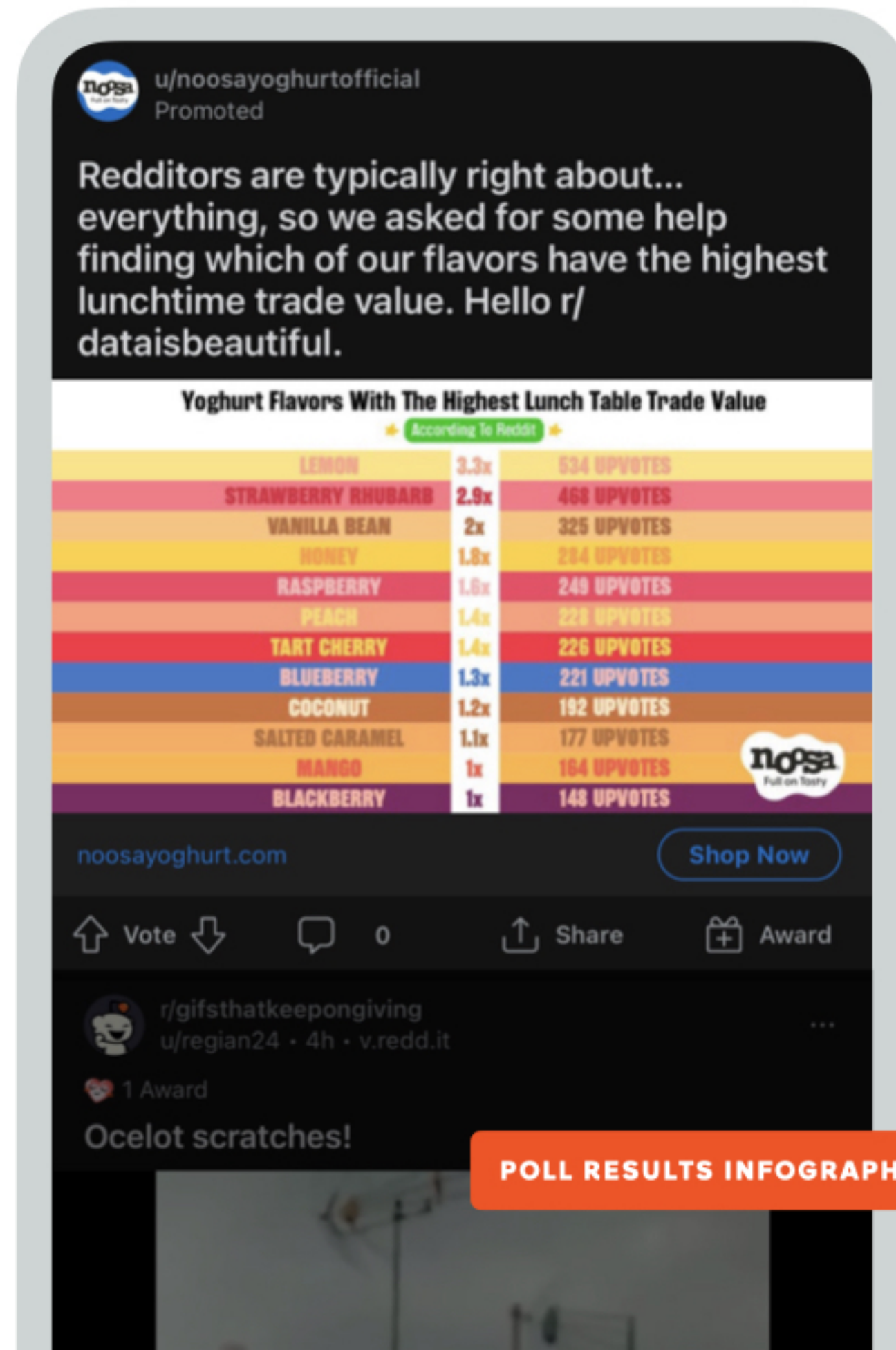
noosa's uncomplicated approach to Custom Creative felt native to the platform, adding value to the community with engaging content that sparked conversation.



CUSTOM CREATIVE: ENGAGEMENT POST & INFOGRAPHIC



FLAVOR POLL ENGAGEMENT CAROUSEL



POLL RESULTS INFOGRAPHIC

Redditors have opinions on just about any topic. As the results of this campaign clearly demonstrate, the school-lunch trade value of various flavors of noosa Yoghurt is no exception.

The Custom Creative portion of noosa's back-to-school campaign began with an Engagement Post asking Redditors to upvote their favorite noosa Yoghurt flavors in the comments.

Once the the upvotes were in, noosa followed up with a Promoted Post featuring a custom infographic inspired by r/dataisbeautiful and built by Reddit's KarmaLab to showcase the poll's results.

...Engagement Post Brand Lift Results...



in Recall of noosa on the platform



in Brand Favorability of noosa in general



in Purchase Intent for noosa in the future

Source: Kantar Brand Lift



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noosa's existing assets required no alterations before hitting the platform. Their simplicity, authenticity, and sense of fun resonated with Redditors.

SUPPORTING MEDIA: PROMOTED POSTS, VIDEOS & GIFS

Promoted Posts featuring a variety of existing noosa assets amplified the success of the campaign's Custom Creative. Clever, funny, and straightforward *video and gif assets performed especially well with Redditors, driving...*



in Awareness



in Purchase Intent

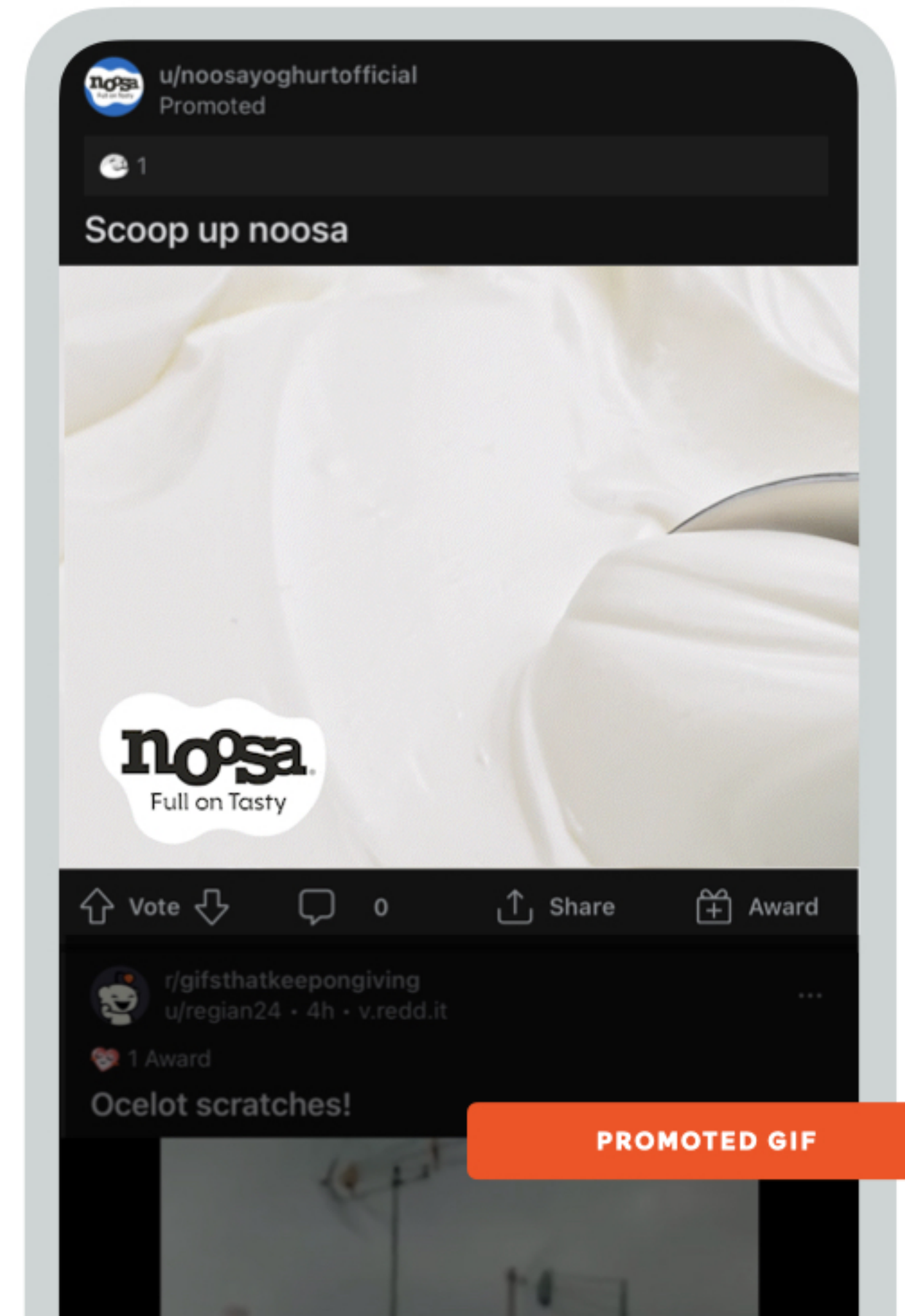
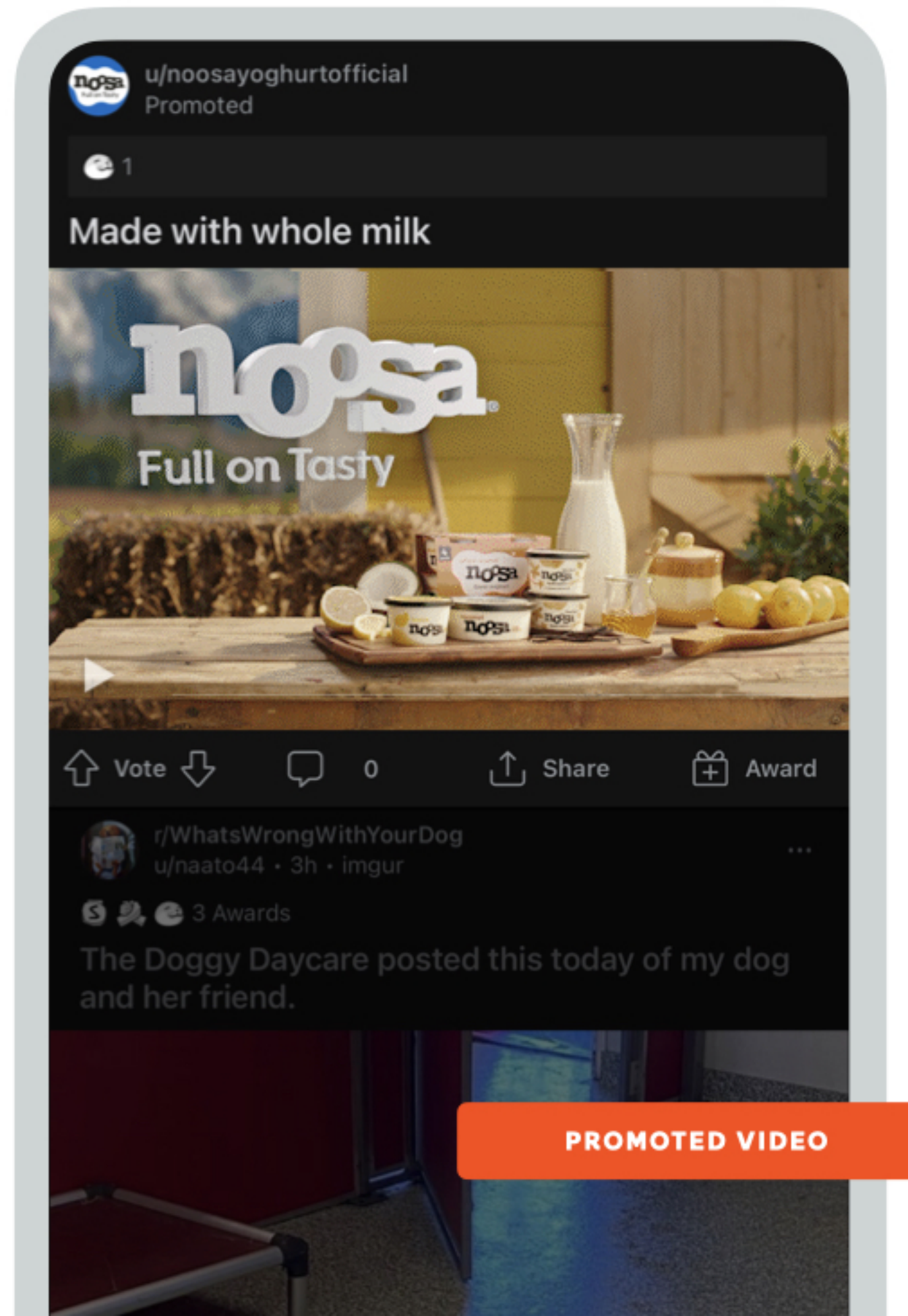
This diversification of Redditors' experience of the noosa brand paid off in a big way. *Exposure to both the Engagement Posts and Promoted Posts resulted in...*



in Awareness



in Purchase Intent





reddit