

Nautica x Reddit Gift Guide

A shoppable gift guide makes waves for this classic American clothing company

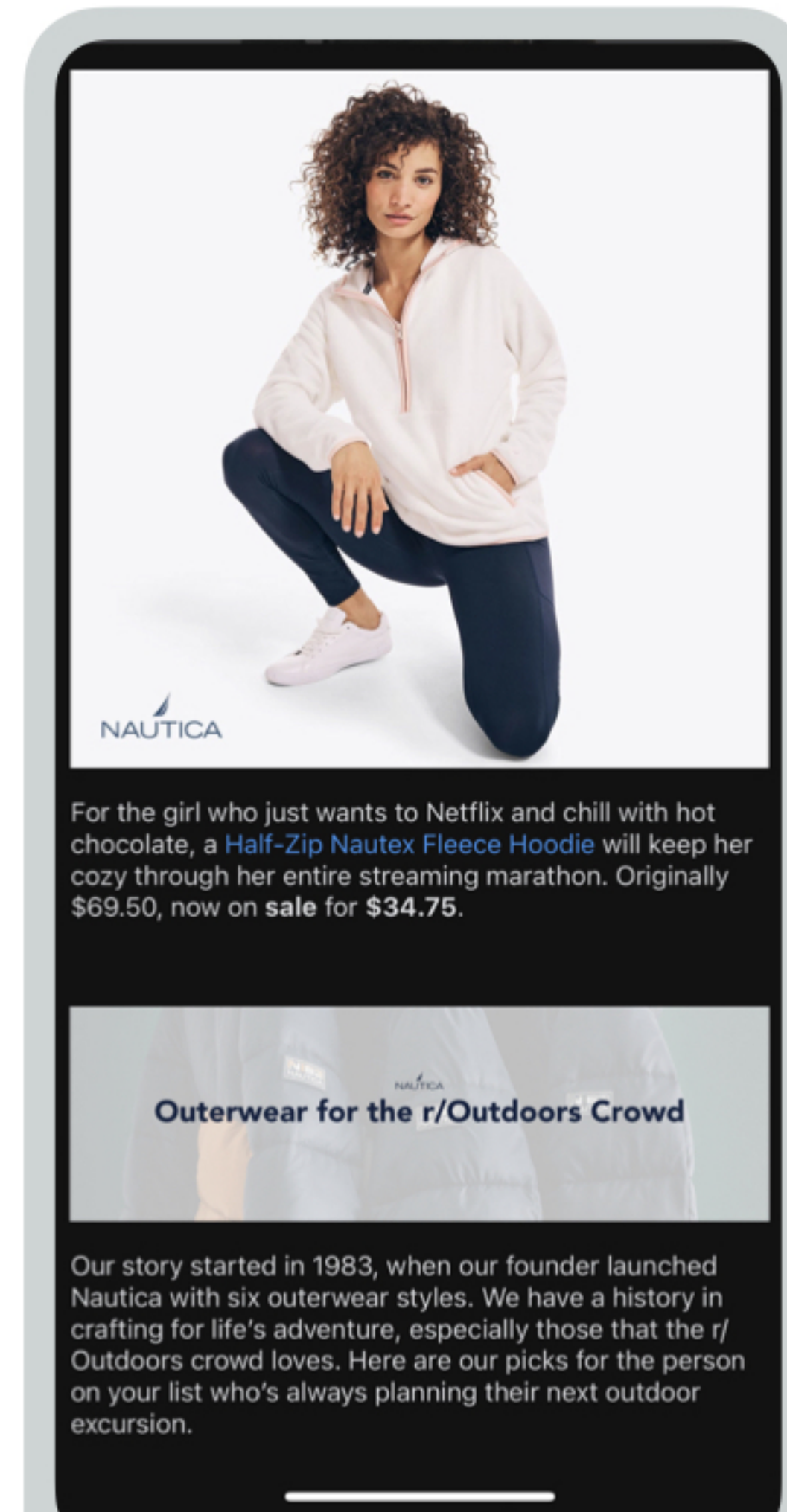
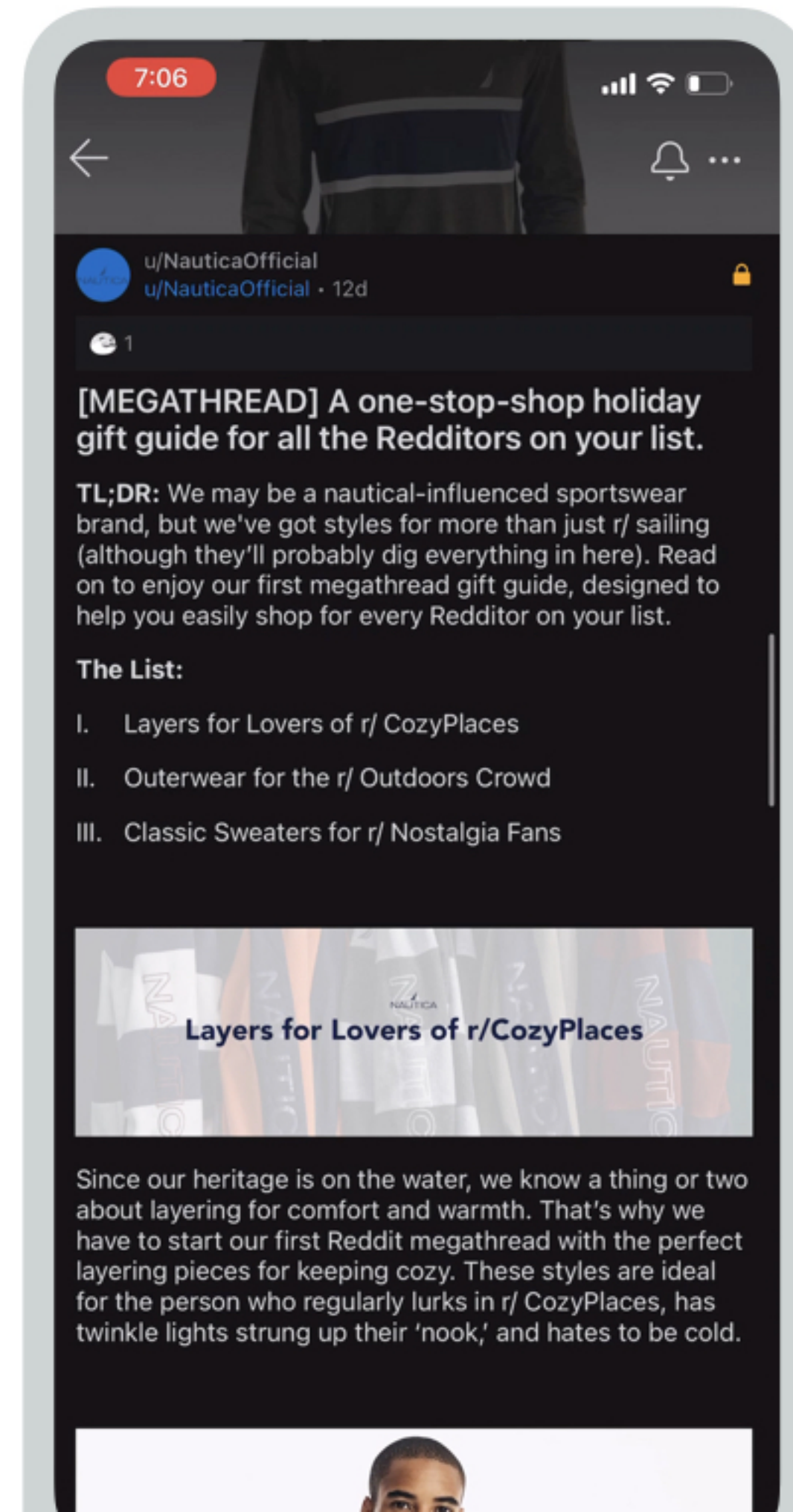
NAUTICA

THE CAMPAIGN

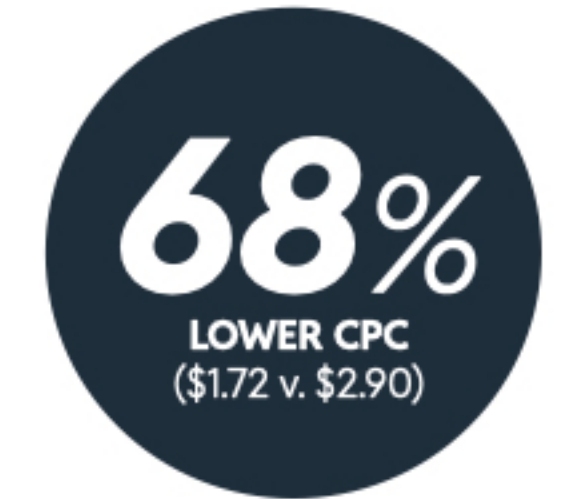
- **Industry:** Retail
- **Objectives:**
 - Achieve relevance for a 40-year old brand
 - Reach audiences not represented on other social platforms
 - Drive holiday shopping through an editorial-style experience
- **KPIs:** Traffic, CPC
- **Ad Product:** Megathread “Gift Guide”
- **Targeting:**
 - Communities: *Reality TV* and *Gifting*
 - Interests: *Style & Fashion*, *Healthy Living*, and *Travel*

To connect Redditors with Nautica, Reddit’s KarmaLab recommended a Megathread—an extended-length promoted post showcasing multiple pieces of Nautica apparel, humorous yet informative copy and descriptions, and links to featured products. Leaning into the platform, apparel selections were matched with popular subreddits in mind, including [r/CozyPlaces](#), [r/Outdoors](#), and [r/nostalgia](#).

THE CREATIVE



THE RESULTS



...than Reddit’s Retail benchmarks.

..... Client Quote

We were interested in reaching an audience that's not necessarily on other social platforms, and felt like Reddit was the perfect fit for us and our demographic. We really liked that users turn to Reddit for inspiration and research about products and brands, tending to be more valuable buyers and stronger brand advocates. I have really enjoyed working with the Reddit team. They provide first-class customer experience and strategic support and have been a pivotal reason for the success so far.

Melissa Cohen
Senior Manager, Digital Marketing – Paid Media
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