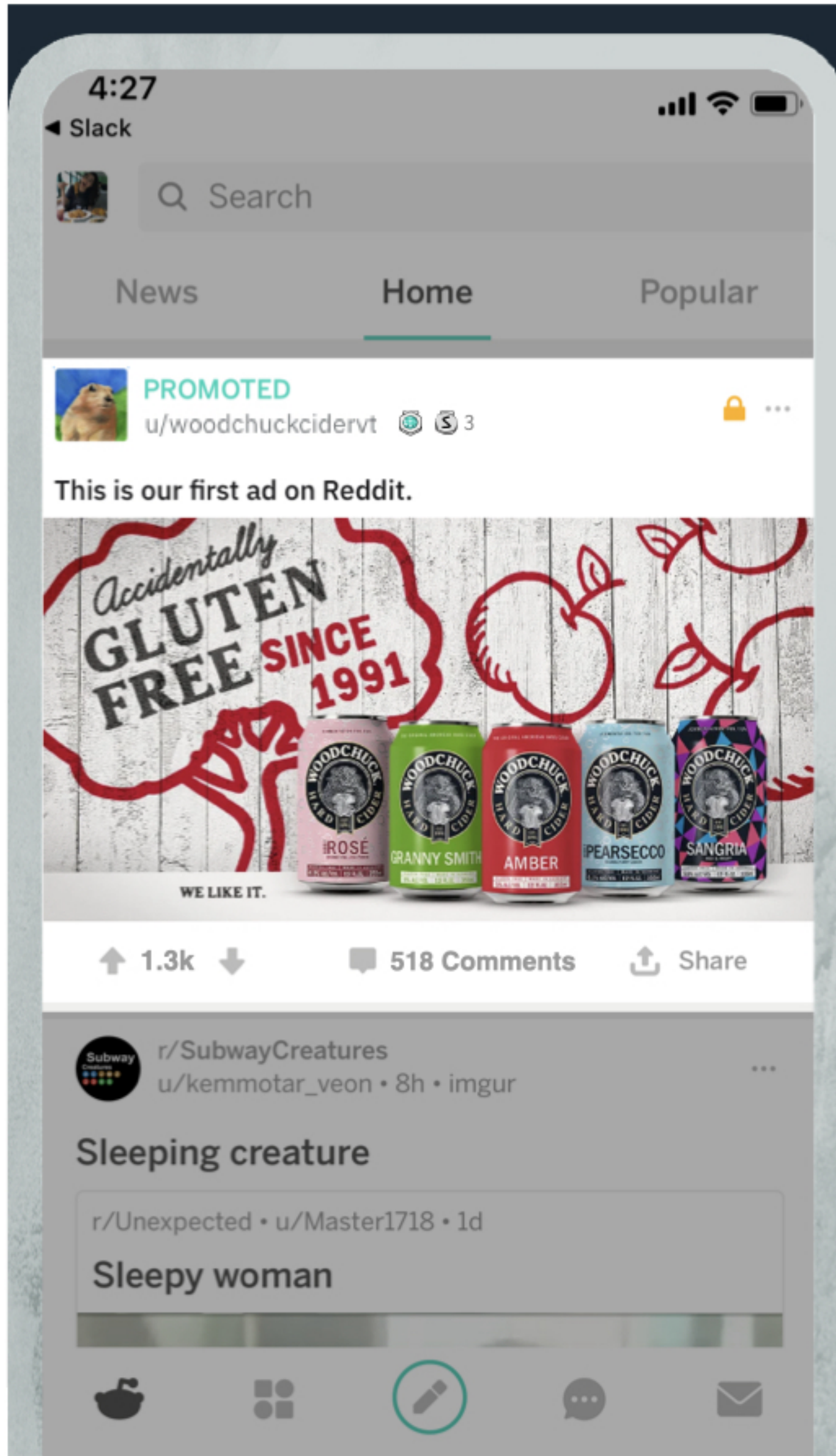


Engaging and authentic conversation builds true fans

Key interests: Alcoholic beverages, Gaming, Outdoors



The Story

Woodchuck Hard Cider, an alcoholic beverage company, utilized Reddit as a unique cost-effective channel to break through the noise of a crowded hard cider/seltzer market, create awareness, and tap into a highly engaged audience.

The Strategy

Woodchuck Hard Cider ran a Promoted Posts campaign with comments on, earning the respect of the Reddit community. The conversational tone of their ads created authentic dialogue and their iterative creative testing incorporated users' previous responses, demonstrating that Woodchuck was truly listening. This resulted in higher campaign engagement compared to other platforms and ultimately converted trolls into brand advocates.

“The quality AND quantity of brand interactions we saw on Reddit were unlike anything we have ever seen. Putting a passionate army of fans to work was a lightning bolt to not just the brand's bottom line, but to their morale as well. Our client found a permanent home on Reddit and serious competitive advantage, at least until the secret of Reddit's power gets out.”

—Jess Bachman, Digital Strategy Direction, Nail Communications

#1

Highest sales month

With record-setting monthly revenue in the last 7 years

20M

Impressions

On 14 ads that also received 48 awards (platinum, gold, silver) from the community

5,294

Comments

With positive sentiment, some of which expressed excitement about upcoming ads

Advertiser Tips

- Speak to the community in a genuine way
- Keep comments on to encourage engagement
- Apply iterative creative testing

