

Duracell x Reddit

Duracell came to Reddit to further distinguish themselves from the competition as **gamers' most trusted battery brand**. To this end, Reddit's KarmaLab helped Duracell create a **series of Engagement Prompts** aligned with major video game releases, demonstrating the brand's knowledge of both Reddit and some of its most popular gaming IPs.

Redditors responded in droves. The **hundreds of comments** they left proved perfect fodder for **follow-up Promoted Carousel posts**, further demonstrating Duracell's investment in Reddit's video games community.

- **Industry:** CPG
- **KPIs:** Awareness
- **Targeting:** "Gaming" parent Interest targeting with a heavy-up on r/halo
- **Ad Products:** Custom Creative, Engagement Prompt, Promoted Carousel, Category Takeover

OVERALL RESULTS

17%
LIFT

in top-of-mind awareness
(first mention)

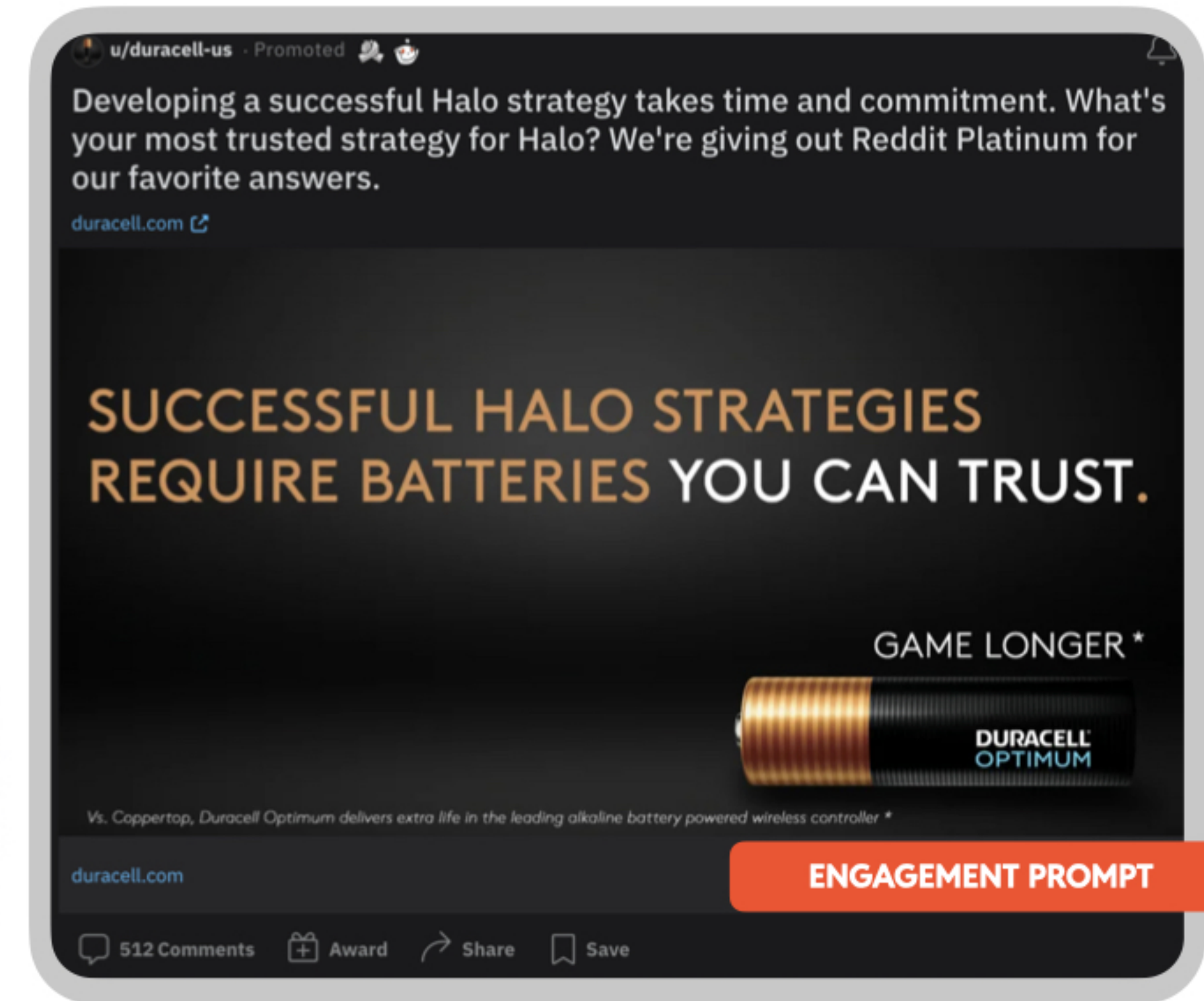
4%
LIFT

in perceived trust of Duracell

31%
LIFT

in top-of-mind awareness (first
mention) among weekly or
more active gamers

We sought out Reddit to help us align with the biggest game release in years, Halo Infinite. From thoughtful brainstorming to imaginative ideas, we deployed a thought-provoking campaign that engaged gamers across the platform. The authentic execution resulted in a 31% lift in top-of-mind-awareness.



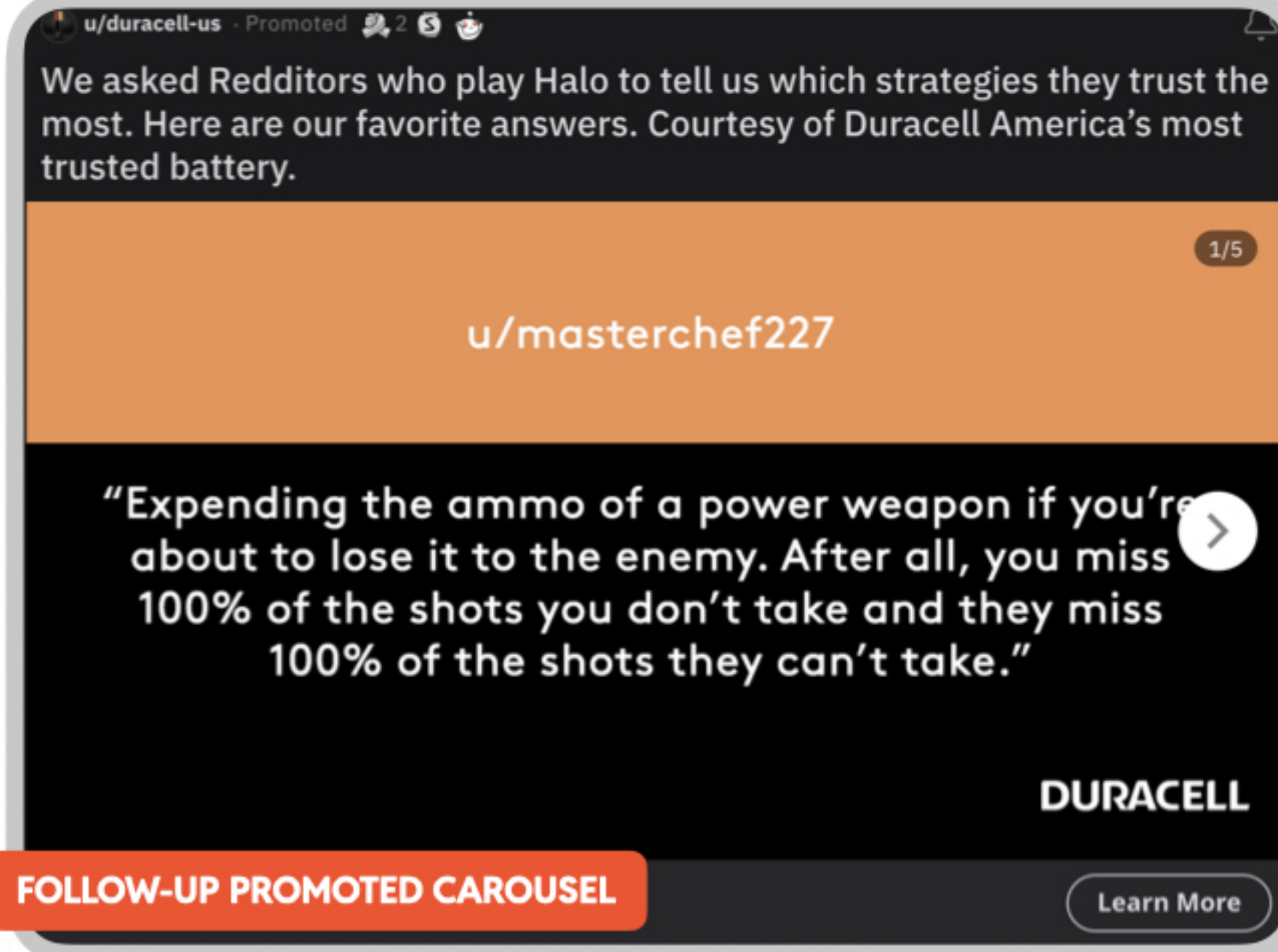
Pablo Rayo, **Media Director @ Mediacom**



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Duracell x Reddit

Duracell leaned even more deeply into Reddit's video games community by incorporating their comments into ad creative in a follow-up Promoted Carousel. Most Redditors love a shout-out, especially from a respected brand.



TAKEOVER + ENGAGEMENT PROMPT

24%
LIFT
lift in top-of-mind awareness (first mention)

15%
LIFT
lift in perception that Duracell batteries last longer

16%
LIFT
lift in Purchase Intent

TAKEOVER RESULTS

30%
LIFT
lift in top-of-mind awareness (first mention)

30%
LIFT
in recall of the campaign

10%
LIFT
lift in Purchase Intent



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