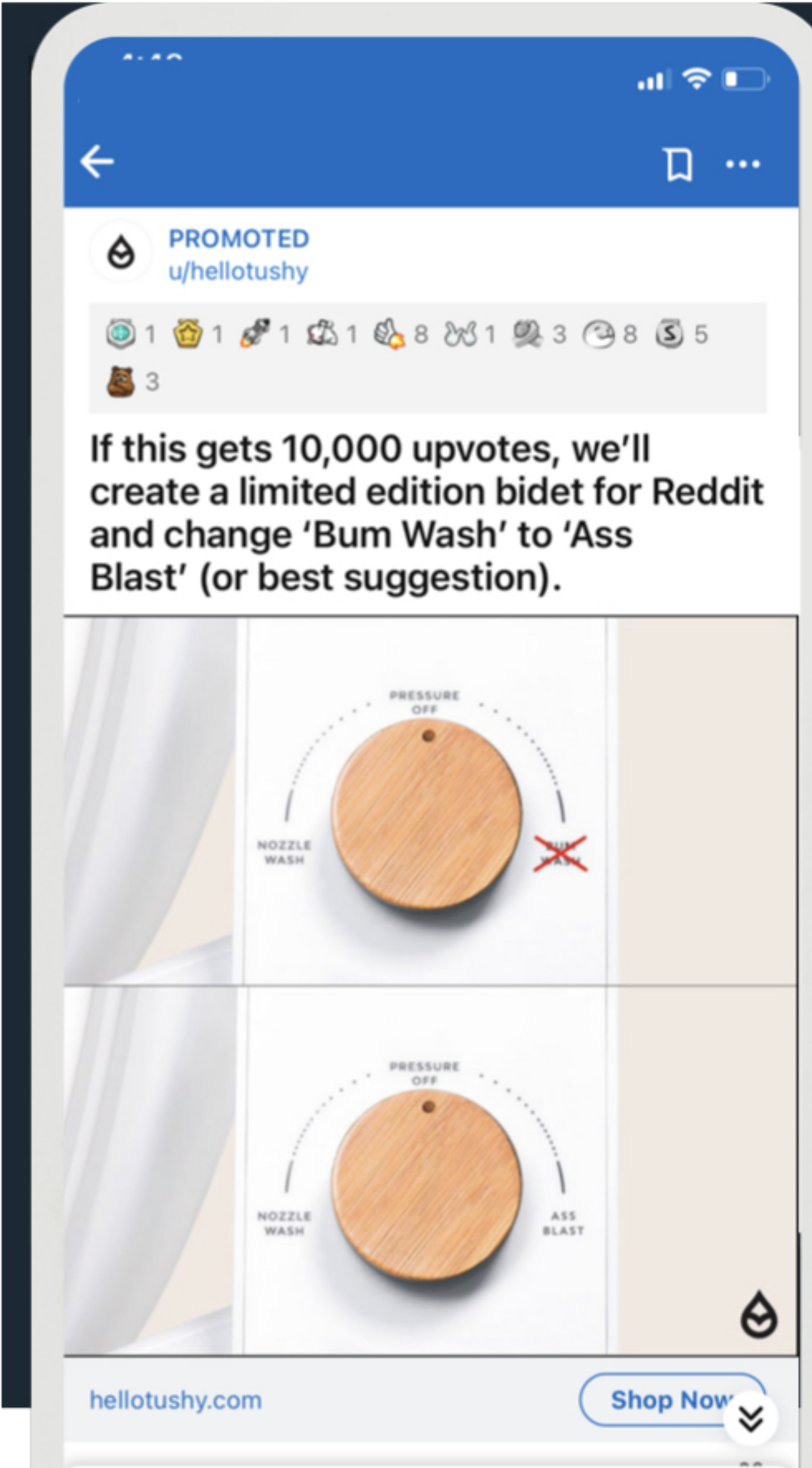


# Tushy drives sales by engaging Reddit's communities

Key Communities: Home Improvement Interest Group, communities discussing bidets



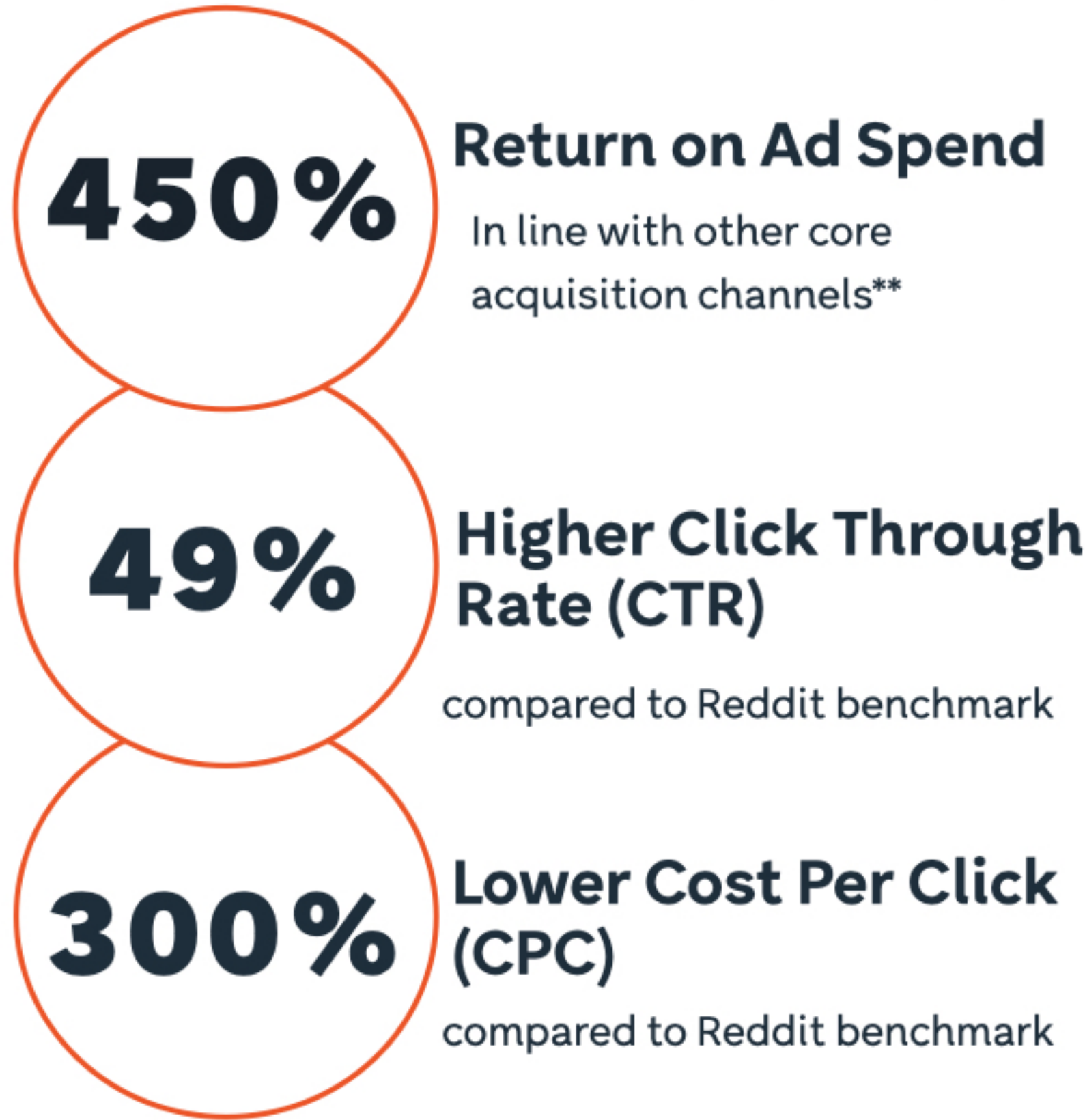
## The Story

TUSHY is a fast-growing lifestyle brand that's disrupting the toilet paper industry. Given most Americans don't know about bidets, TUSHY has to build awareness of bidets before selling them. They turned to Reddit to reach and educate an untapped audience on the benefits of bidets, and to drive a strong return on ad spend.

## The Strategy

TUSHY identified a large list of communities already discussing bidets and bathroom improvements, and then engaged directly with those Reddit communities via comments-on creative. Their mix of humorous and educational responses in the comment threads built brand loyalty and ultimately drove sales.

In particular, their promise to build a limited edition Reddit bidet with a custom knob was a top performer in regards to both engagement and sales.



## Advertiser Tips

- Take a Reddit-first approach to creative
- Test comment-on creative in order to build a direct relationship with your key audiences
- Focus on the upper & lower funnel impact of your marketing campaigns



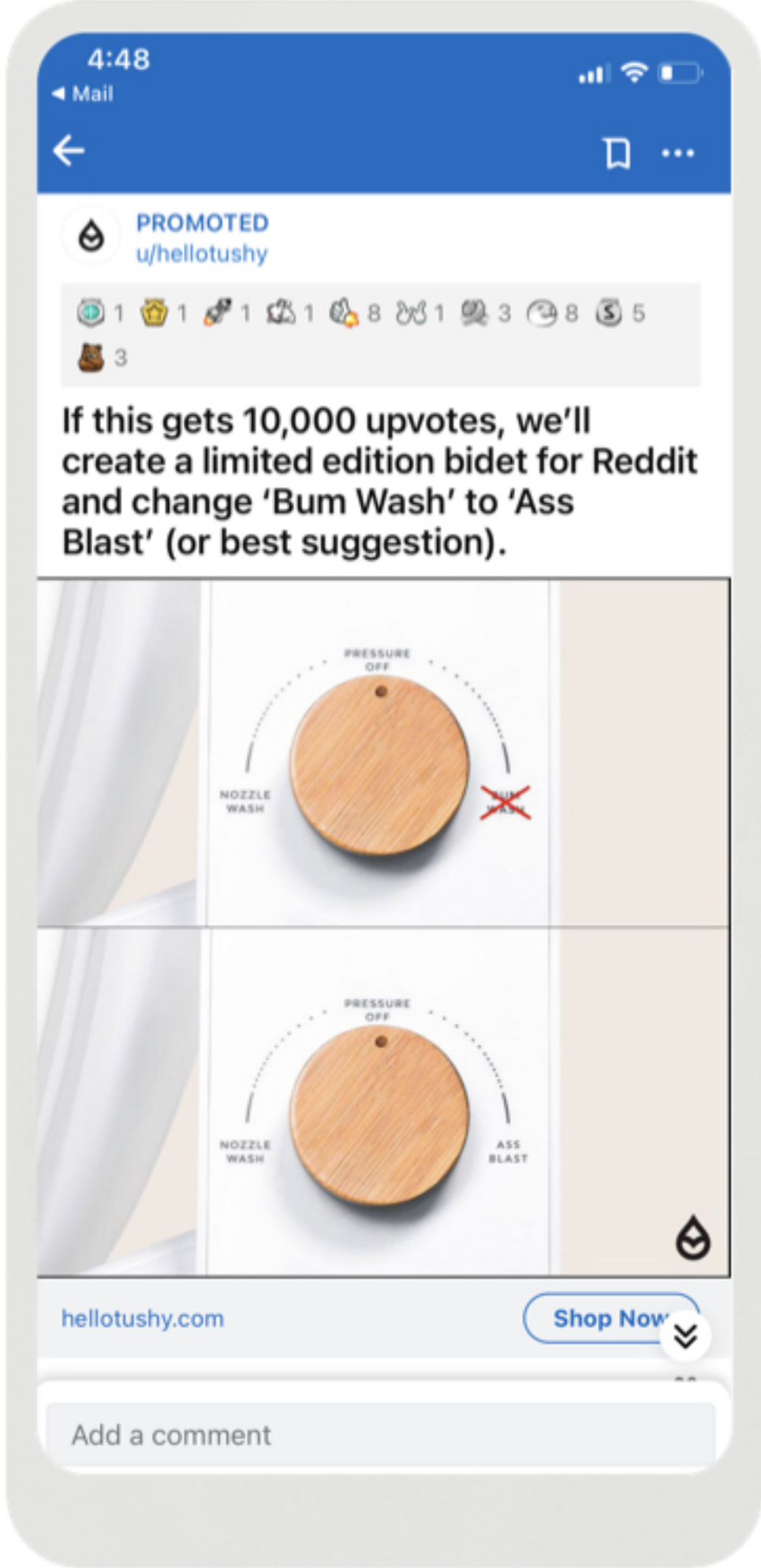
SOURCE: Reddit Internal 2021, Tushy Internal 2021 \*\*



# Tushy took community engagement to a new level



#2 Most Upvoted  
Promoted Post in  
Reddit's Auction  
in 2020



**ok\_relationship1060**  
*If this really get made I'm buying one ngl.*

**dangle\_my\_stash**  
*You're doing a great job and should be paid more. Go tell your supervisor.*

**Spencerforhire83**  
*This is the best Ad I have ever seen. And I will consider the hellotushy brand in all of my future bidet purchases.*

