

adidas x Reddit

Pairing an expert-led AMA with thoughtfully timed Promoted Videos goes the distance for adidas, lifting the 4DFWD to new heights among Reddit's runners.



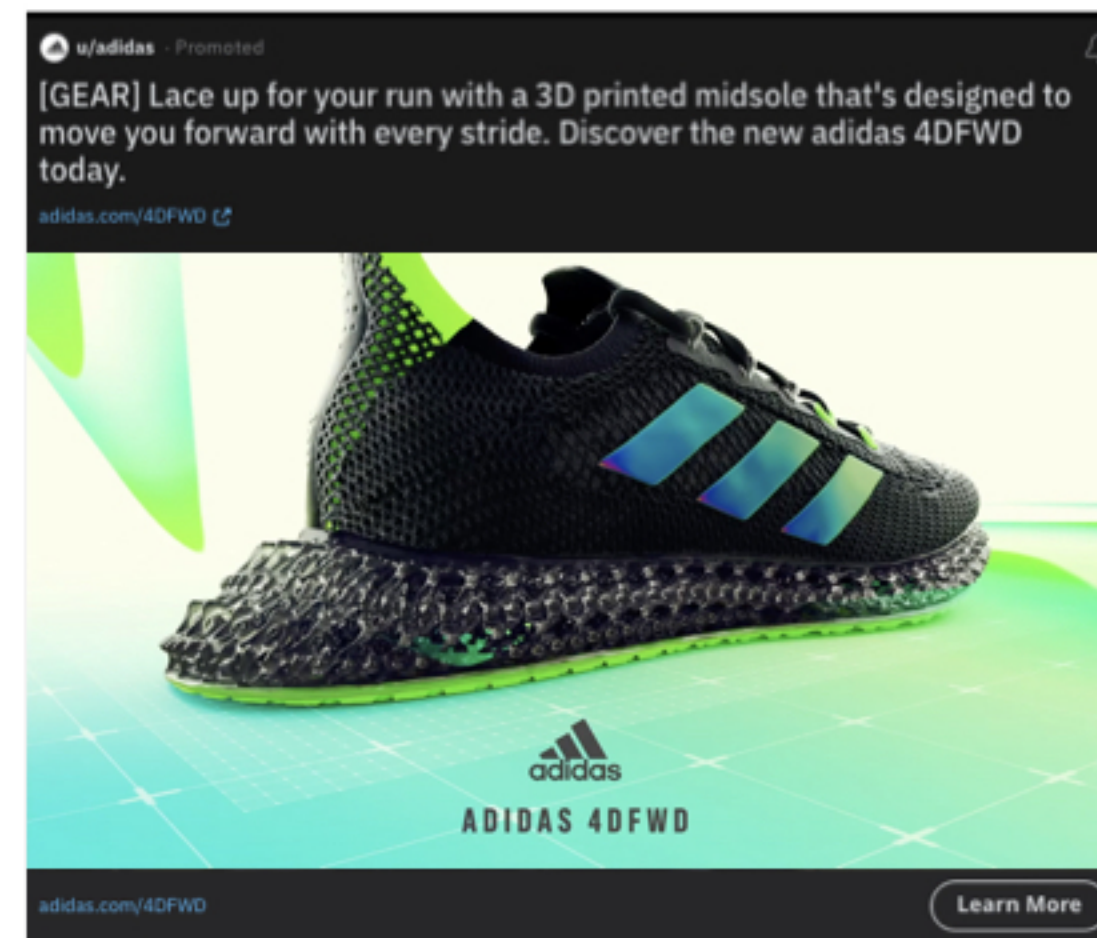
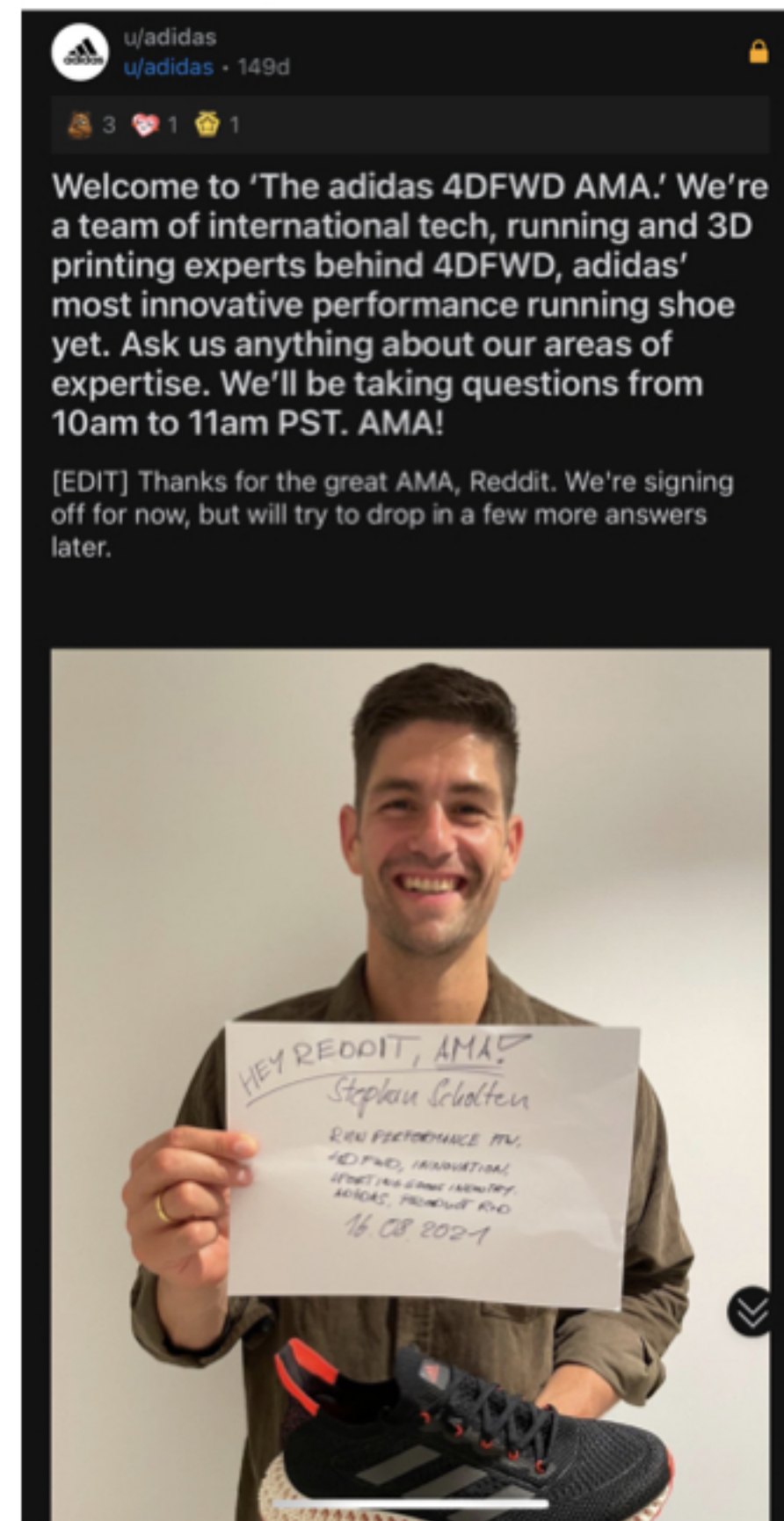
THE CAMPAIGN

- **Industry:** Retail
- **KPIs:** Unaided Awareness, Perception, Purchase Intent
- **Targeting:** Interest & Community
- **Ad Products:** Promoted AMA, Promoted Videos, Promoted Carousels

The adidas brand is well-known and well-loved as one of the largest, most culturally relevant athletic shoe and apparel brands on the planet. For the **launch of their new running shoe**, the 4DFWD, adidas wanted to emphasize its dedication to performance, innovation, and cutting-edge design.

A **Promoted AMA** featuring three experts in Product Management, Design, and 3D Printing brought these values to the fore by letting Reddit's runners ask questions about the shoe. Surrounding the event with **Evergreen Creative** helped propel the shoe and the brand's status among the Reddit audience.

THE CREATIVE



Promoted Carousels **before and during the AMA** piqued Redditors' interest by teasing the three hosts and their diverse areas of expertise.

A **post-AMA** Promoted "highlights" Video extended the life and reach of the event across Reddit.

Evergreen Creative—particularly 15s Promoted Videos—helped drive exceptional performance **throughout the campaign.**

THE RESULTS



in Redditors' perception that adidas is an innovative brand



in male Redditors' awareness of the adidas 4DFWD



in male Redditors' likelihood to purchase

“adidas aims to reach runners of all abilities to view our brand as one that delivers innovative and credible running technology. We looked to capitalize on Reddit's prominent running and tech communities to establish 4DFWD as a premium running shoe near its release date. The Reddit AMA campaign was the perfect opportunity to drive meaningful engagement conversation and introduce 4DFWD to our core audience. **Matt Schade, adidas US Director, Social Strategy**

