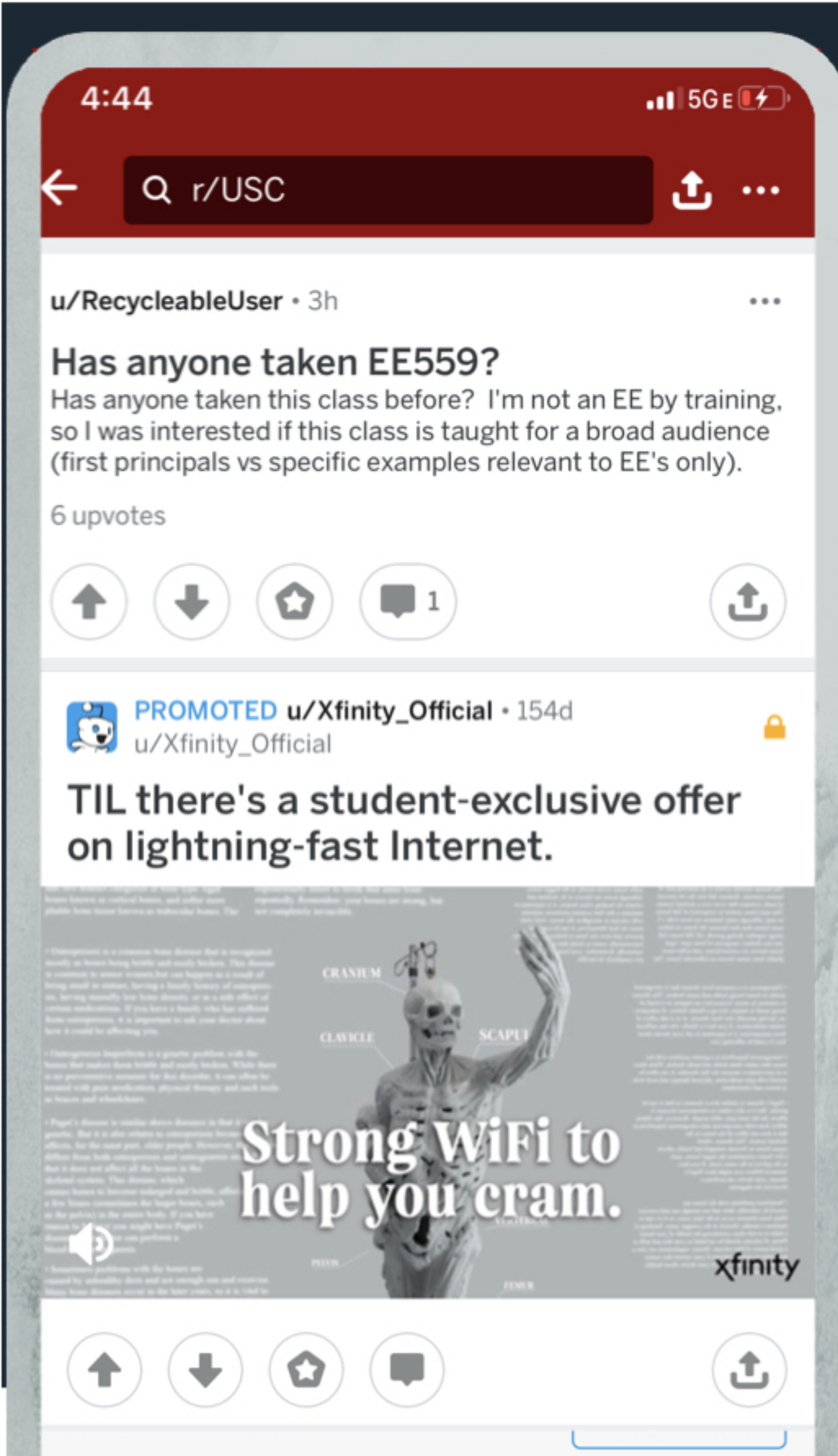


Xfinity reaches Gen Zers during move-in season

Key Communities: gaming, sports, humor, college students



The Story

With 1 in 4 redditors in the Gen Z category, Xfinity chose Reddit to engage with college students in the communities most relevant to them.

The Strategy

Xfinity quickly and easily launched their university campaign using existing short form social videos and static creatives to promote awareness of exclusive offers during the peak of move-in season. With authentic creatives, Xfinity reached Gen Zers in gaming, sports, humor, and college student communities.

“Partnering with the Brand Strategy team led to the creation of social assets that resonated with Gen Z redditors. Because of our strong results and overall experience, we are excited about next campaign with Reddit.”

—Nader Ali-Hassan, Executive Director, Social Marketing at Comcast

68%

Higher VCR

compared to Reddit benchmark

3.7x

Higher Unaided Brand Awareness

compared to Kantar norms

2.8x

Higher Ad Recall

compared to Kantar norms

Advertiser Tips

- Leverage Reddit lingo (“TIL”, etc) to speak authentically to redditors
- Utilize different formats (promoted video, static) and rotate creatives to avoid fatigue

