

Beyond Meat x Reddit

Redditors got to talk plant-based meat products in an AMA that generated plenty of food for thought

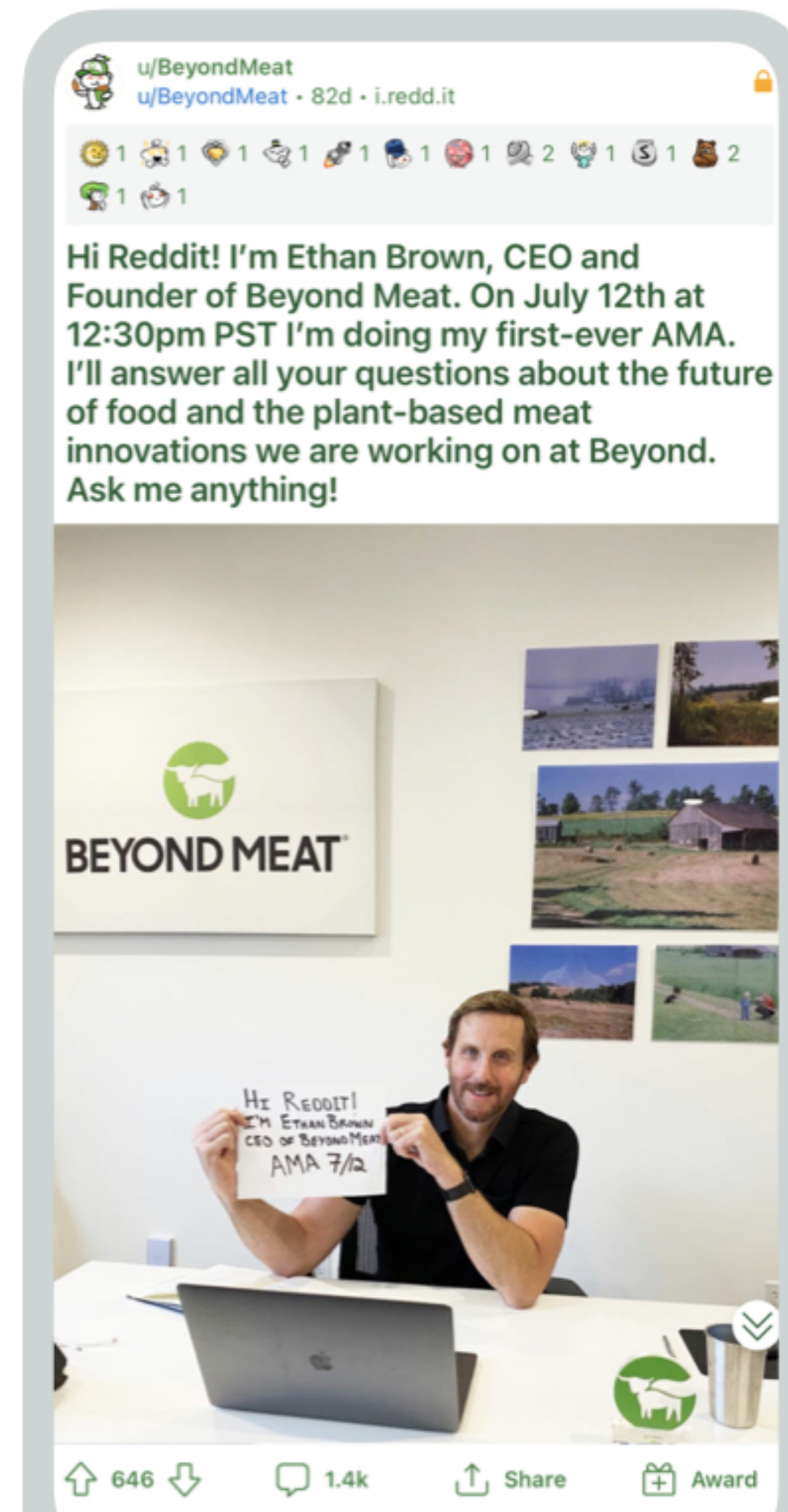


THE CAMPAIGN

- **Industry:** CPG
- **KPIs:** Awareness, Engagement
- **Targeting:** ROS, plus Subreddit & Interest targeting around Food & Health, News & Entertainment, etc.
- **Ad Products:**
 - Promoted AMA
 - Reddit Pixel

The Beyond team recognized Reddit as a platform “full of untapped potential” for their brand of plant-based foods. A Promoted AMA with their CEO delivered more than impressive impression numbers, with a high volume of deeply engaged, surprisingly knowledgeable questions and comments from Redditors interested in science, innovation, sustainability, and the future of plant-based nutrition.

THE CREATIVE



Beyond Meat’s Promoted AMA, led by CEO and founder Ethan Brown, was a resounding success. Redditors showed up in droves, providing over 1.4k comments, 646 upvotes (an 80% upvote rate), and a slew of Reddit awards.

THE RESULTS



...versus Reddit’s Promoted AMA benchmarks...

The Beyond social team is always striving to cultivate community and conversation, and our Reddit AMA allowed us to do that in a very powerful way. Reddit gave us the tools to meet consumers with two-way conversation around a topic they were already passionate about, and it opened up a dialogue that is hard to achieve anywhere else.

Karin Kildow,
Senior Director of Social & Digital, Beyond Meat

