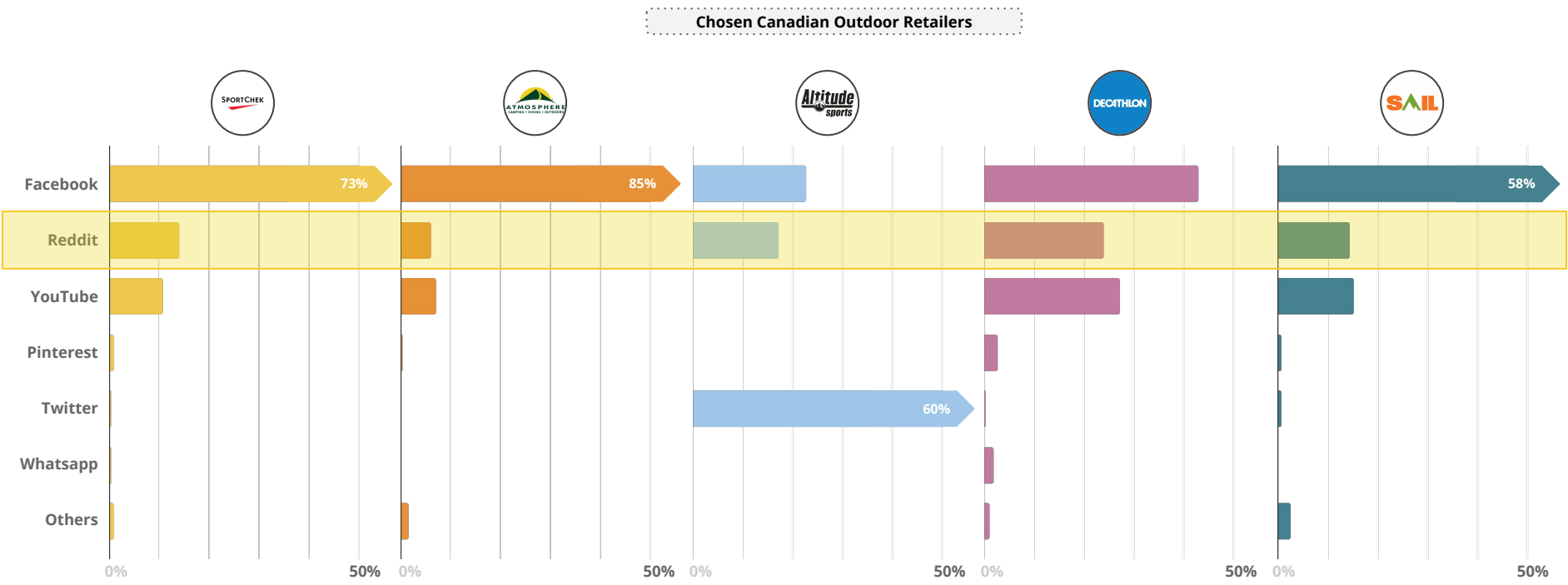




new balance

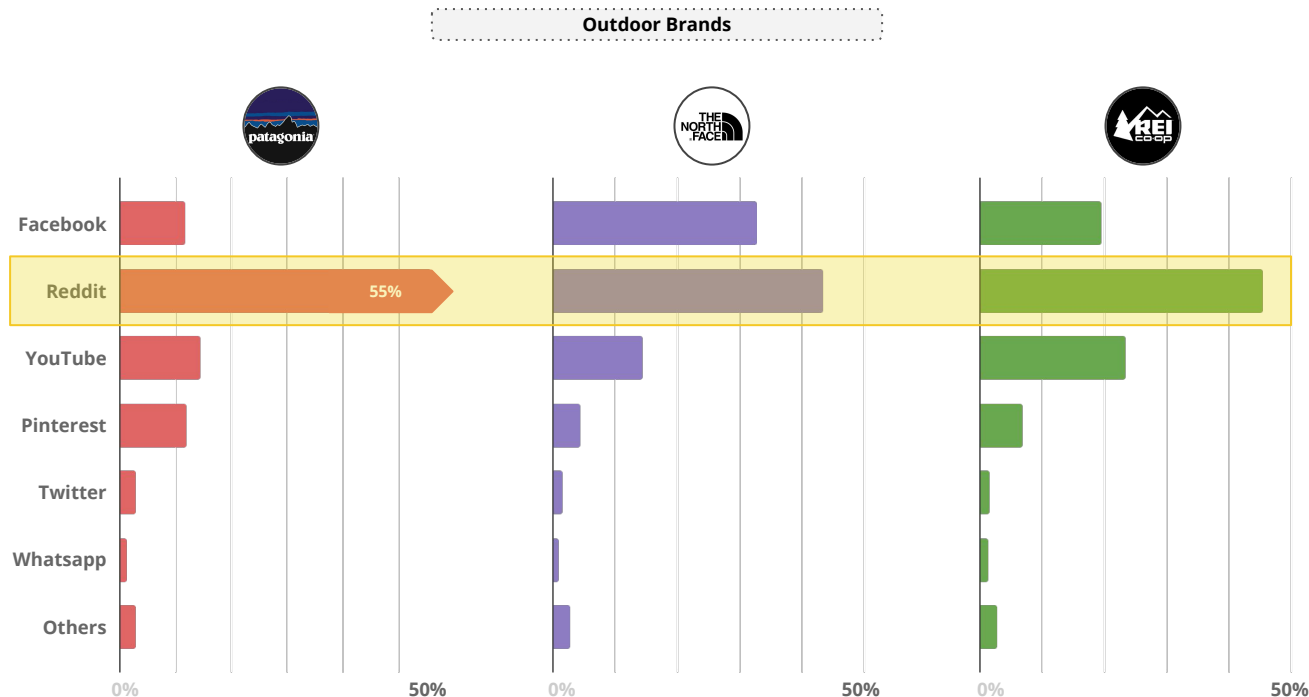
**How Outdoor Apparel Leaders
Use reddit to Drive Traffic
Activewear**

For Canadian Outdoor Retailers, reddit drives the second highest volume of social site traffic. For the competitive set, reddit makes up an average of 15% of their desktop social traffic*.



*Social traffic is for desktop only

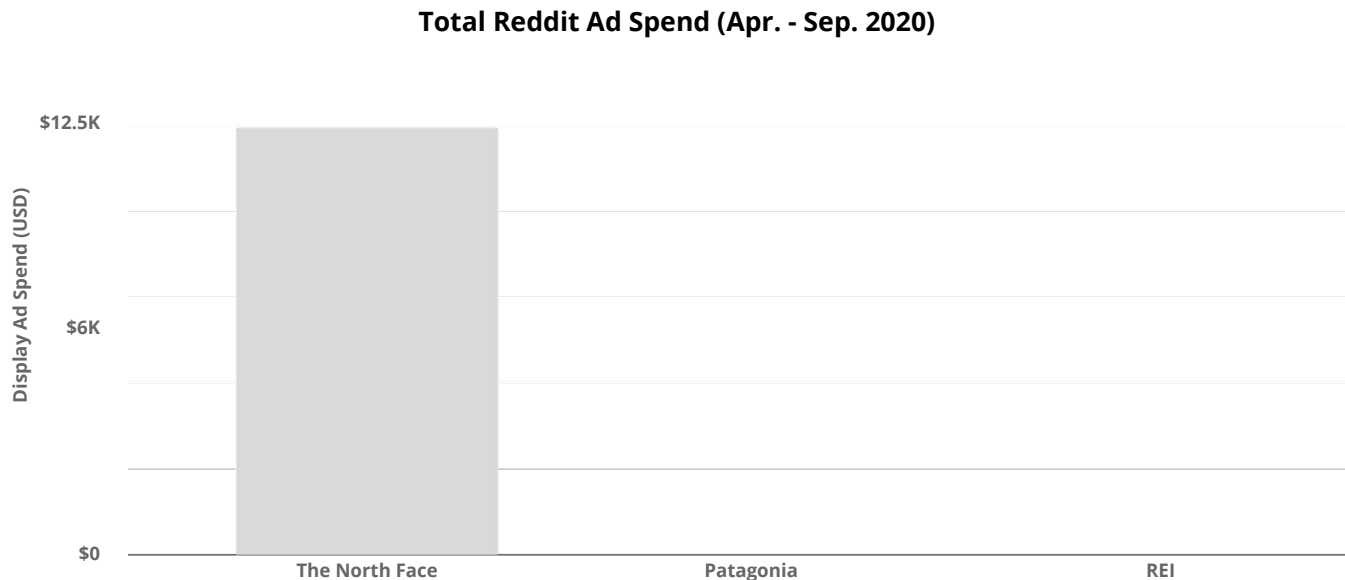
Patagonia, The North Face, & REI all derive a significant portion of their web traffic from reddit—with an average of 48% of social desktop web traffic.



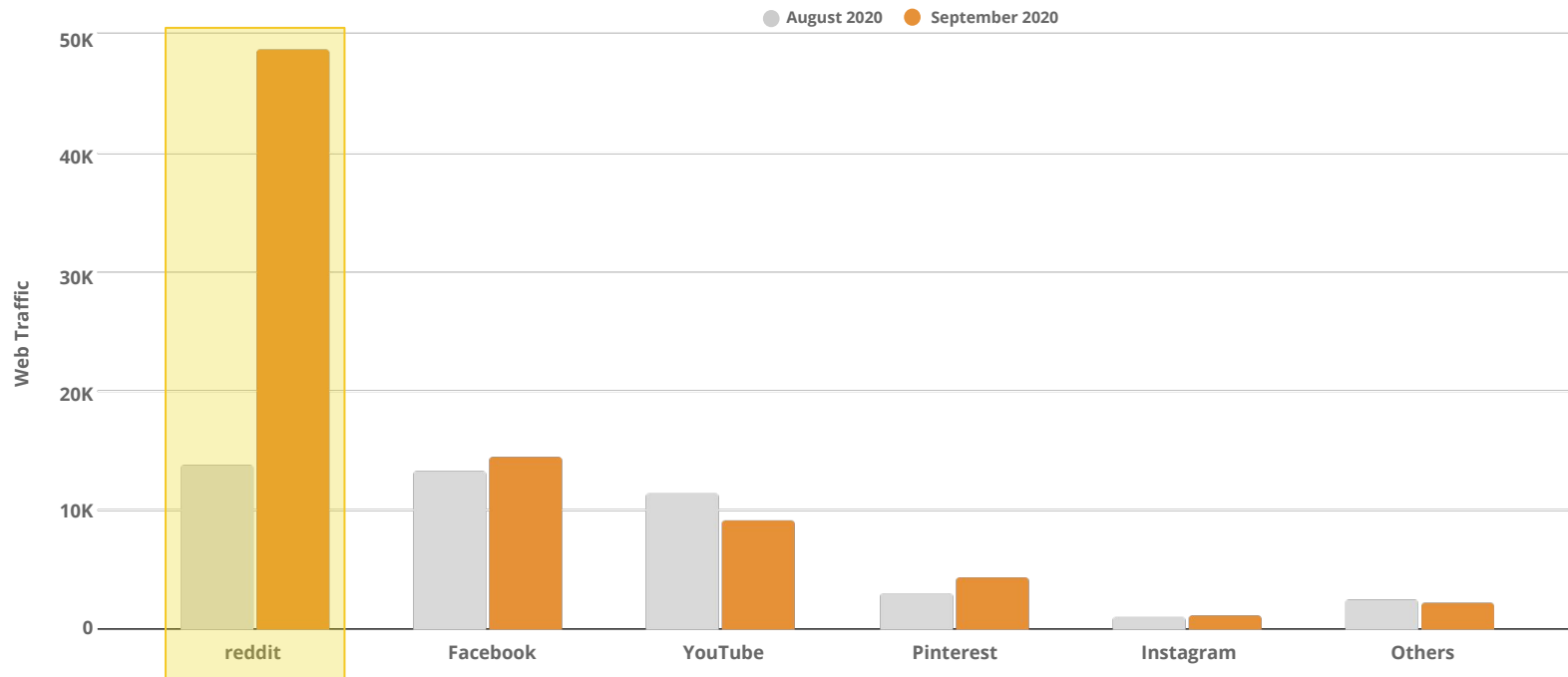
*Date Range: Last 6 months (Apr.-Sept. '20) global web traffic



Surprisingly, Patagonia, The North Face, & REI have not spent a significant amount on reddit ads within Canada & the US over the past six months. This is a potential white space opportunity to capitalize on a platform with minimal competitor focus.



The North Face ran reddit ads for the first time in September of 2020 with a budget of \$12,400 (2.5% of total ad spend for the period). This campaign resulted in 2X MoM increase in traffic generated from reddit.





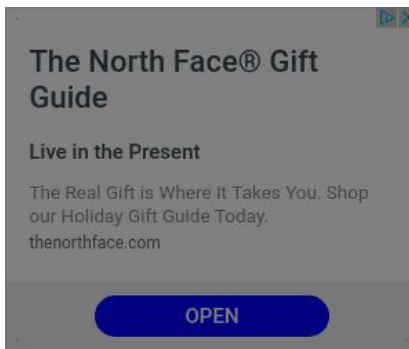
The North Face's September reddit ads focus on both regular product promotion as well as awareness around their gift guide.



[Click to View Landing Page.](#)

Spend: **\$5.2K** | Impressions: **1.6M** | CPM: **\$3.11**

This ad highlights multiple products while educating the consumer on The North Face's free shipping & returns incentive.



[Click to View Landing Page.](#)

Spend: **\$5.3K** | Impressions: **1.5M** | CPM: **\$3.58**

These ads features seasonal creative for The North Face's Holiday Gift Guide. The gift guide contains different categories such as "athlete picks" or "gifts for him" which is aimed at helping customers better navigate the website during their purchasing journey.




[Click to View](#)

Spend: **\$2.3K** | Impressions: **640K** | CPM: **\$3.59**




Organically on Reddit, The North Face is featured the most often on the subreddit r/FashionReps, where users post and discuss about replica clothing items which typically include user created brand collaborations.


↑ 116
↓

 Supreme/**The North Face** Fall/Winter 2020 supremenewyork.com/news/8... [News](#)
r/supremeclothing [+](#) · Posted by u/skrtr2k 1 day ago
111 Comments Share Save ...


↑ 295
↓

 Supreme®/**The North Face** [NEWS](#)
r/Supreme [+](#) · Posted by u/Mittsu3 1 day ago
61 Comments Share Save ...


↑ 246
↓

 Best jacket for winter- ¥ 550 **The North Face** Mountain Down Jacket [REVIEW](#)
r/FashionReps [+](#) · Posted by u/pblo444 7 days ago
70 Comments Share Save ...


↑ 670
↓

 [FIND] +50 **THE NORTH FACE** (TNF) Pieces YOU HAVEN'T SEEN For the Fall Season imgur.com/a/UibG... [FIND](#)
r/FashionReps [+](#) · Posted by u/Logannaruto 24 days ago
79 Comments Share Save ...


↑ 202
↓

 **The North Face** 7se Himalayan Parka Waterproofness [GENERAL](#)
r/FashionReps [+](#) · Posted by u/Br0nXz_ 15 days ago
45 Comments Share Save ...

↑ 92
↓

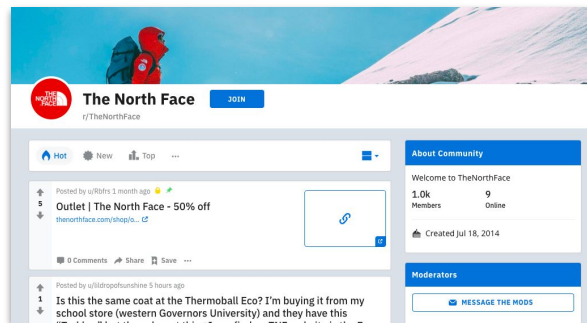
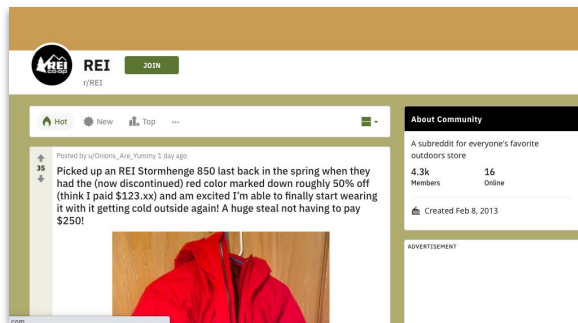
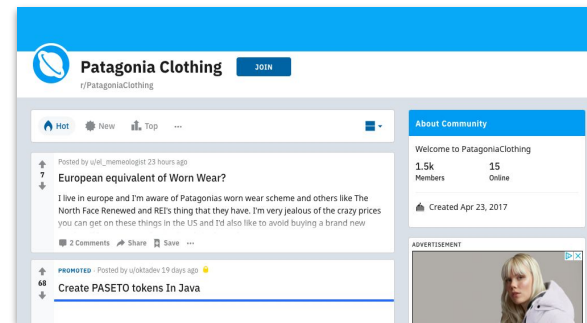
 🔥 0832CLUB 🔥 Moncler down jacket is here, **The North Face** Nuptse new style and more ,KITH,supreme,givenchy,and a lot of comtable sweaters,I hope repdam like it [SELLER NEWS](#)
r/FashionReps [+](#) · Posted by u/0832CLUB [Trusted Seller](#) 4 days ago
37 Comments Share Save ...

↑ 40.9K
↓

 'We're In. We're Out': **The North Face** becomes the first major company to boycott Facebook as the calls for advertisers to walk out of the platform in July intensify businessinsider.com/the-n... [Social Media](#)

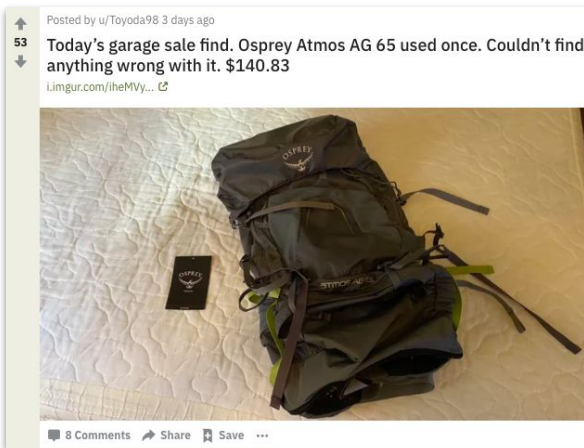
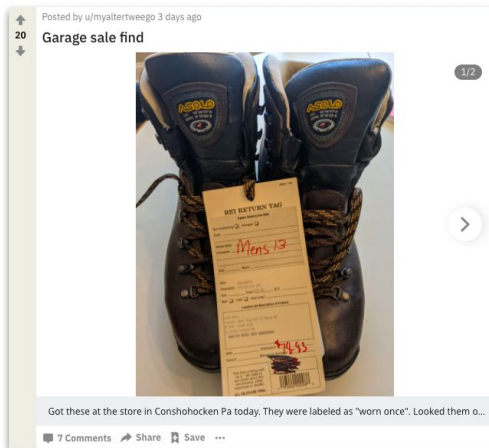


The North Face, REI, & Patagonia all have their own dedicated subreddits. Despite comparatively low members counts, the subreddits provide significant value to the brands as they can monitor over 1K+ people who are regularly posting questions about their products.

[Click to View](#)[Click to View](#)[Click to View](#)

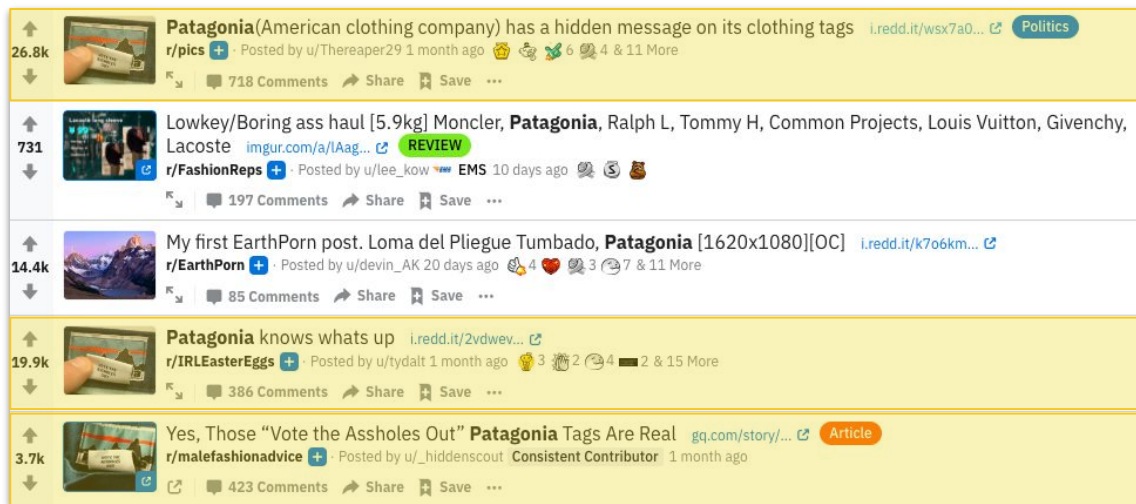


One of the most popular post topics on REI's subreddit is centered around "garage sale finds," where users show off items they found or think they got a great deal on which further helps promote [REI's Garage Sale concept](#).





Last month Patagonia had pictures of their clothing tags go viral and were featured on various subreddits (40K+ cumulative upvotes). Despite being a political charged message, this is an excellent example of how an offline initiative can lead to virality on reddit resulting in increased brand awareness.





On reddit you can run ads on specific subreddits that cater to the interests of your target audience, such as the following:

Top Subreddits (Overall)

Subreddit	# of Subscribers
r/announcements	71M
r/funny	33M
r/askreddit	30M
r/gaming	28M
r/aww	27M
r/pics	26M
r/music	26M
r/science	25M
r/worldnews	25M
r/videos	24M

Top Subreddits (Outdoors)

Subreddit	# of Subscribers
r/outdoors	2.4M
r/backpacking	2.1M
r/camping	1.7M
r/CampingandHiking	1.3M
r/hiking	1.2M
r/roadtrip	1.1M
r/survival	1M
r/skiing	933K
r/climbing	815K
r/fishing	787K

Top Subreddits (Gear)

Subreddit	# of Subscribers
r/ultralight	250K
r/knives	232K
r/CampingGear	230K
r/onebag	170K
r/flashlight	96K
r/trailmeals	82K
r/geartrade	50K
r/backpacks	27K
r/ULgeartrade	16K
r/outdoorgear	9K



Before organically marketing on reddit, it is important to note that reddit as a platform is often not welcoming of organic promotion from brands themselves. reddit's community guidelines state: "It's perfectly fine to be a redditor with a website, it's not okay to be a website with a reddit account."

Guidelines for self-promotion on reddit

"It's perfectly fine to be a redditor with a website, it's not okay to be a website with a reddit account." - Confucius

reddit is a community, and these guidelines are based on both [reddiquette](#) and [reddit's rules](#).

Self-promotion is generally frowned upon, but if you want to have a presence on reddit you should fully read [reddiquette](#) and the [FAQs](#) so that you understand the culture and social norms. If you run a website, publication, blog, app, or other project and would like to participate on reddit, you'll need to first make sure that you're following all of the guidelines in the [FAQ on spam](#).

These guidelines are the same whether you run a major publication or brand or if you have a personal blog or project.





However, some brands have found creative ways to promote themselves on reddit without using Display ads through sponsoring posts and AMAs ([Ask Me Anything](#)):



This week, we're coming to you redditors to help us launch our partnership right - what tracks should we add to our Ultimate Entrance Music playlist on Spotify?

Hey reddit. [Spotify](#) here.

When it comes to music, everyone's an opinionated "expert". But, when you're in the business of delivering the perfect music to fit every occasion and emotion as we are, you turn to the social Think Tank of legit opinions and corroborated expertise. So here we are...and we want your input. We want it all.

[Click to View.](#)

Spotify explicitly said this post was coming from the brand to remain transparent.

Spotify asked redditors what their favourite songs are to create the ultimate community playlist for their platform.

The campaign was successful and generated 10K submissions due to the fact that the nature of the post was authentic and could have been posted by any Redditor.



u/audisportusa · Posted by u/audisportusa 2 years ago

I'm actress/host/internet lover Liza Koshy and I'm doing an AMA at 130 MPH. Wait, what? I am? I regret this decision. Ask Me Anything! I'll respond to your questions on live stream 5/24 at 5PM EST!

youtube.com/watch?...

3.4k Comments Share Save Hide Report

34% Upvoted



[Click to View.](#)

Audi partnered up with influencers and used the popular AMA (Ask Me Anything) format from reddit to use in their marketing campaign



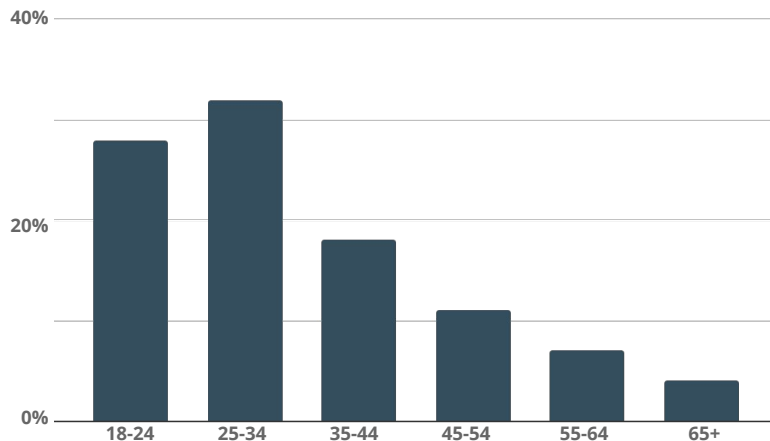
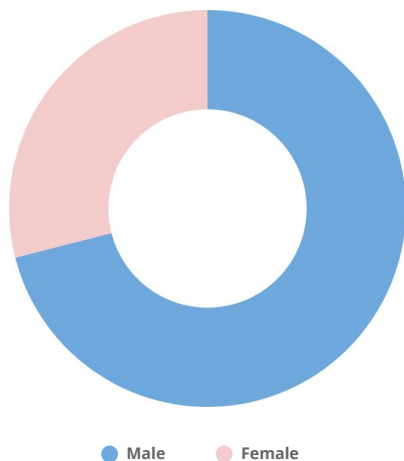
[Click to View.](#)

Influencers answered redditors' questions while driving an Audi car at 130 MPH



**The majority of reddit's audience is male and between the ages of 18-34.
Keep this in mind when creating ads specifically catered for Reddit.**

Gender & Age Distribution (reddit.com)



Key Takeaways

From the Reddit Case Study

Focus Allocation — Reddit: There are three factors that suggest reddit as a white space for reaching an audience that is interested in outdoor related apparel and gear.

- 1. Demonstrated Ability to Generate Results:** The North Face generated 63% of its social traffic from reddit in September, totalling nearly 50K visits to their ecommerce site.
- 2. Audience Alignment on the Platform:** There are dozens of subreddits specifically dedicated to outdoor activities, apparel, and gear where relevant audience members can be reached.
- 3. Low Competition From Other Brands Compared to Other Channels:** On average, the competing outdoor brands analyzed in this report spent 0-3% of their North American digital advertising budget on reddit ads over the past 6 months, compared to much larger budget allocation on other ad channels like Facebook (avg. 59% of total ad spend).

Tactic — Reddit Advertising: Some brands successfully activated on reddit organically, however many other have failed to do so due to the culture of the platform. Organic activations can be considered, and some examples are provided in this case study, but advertising is a less risky and proven method to activate on the platform.

Tactic — Subreddit Targeting: Run ads on specific subreddits that cater to the interests of your target audience. Use tools such as redditlist.com to identify the top subreddits for various interest categories such as humor, outdoor sports, and travel.