

# COORS LIGHT GOT 2% OF REDDIT TO STOP SCROLLING AND START PARTICIPATING.

Coors Light, Publicis, Reddit, and Adexy turned a promoted post into a living World Cup moment.

7×

higher engagement rate than a standard Reddit promoted post

Reddit promoted post avg: 0.3% engagement. Coors Chant:

13×

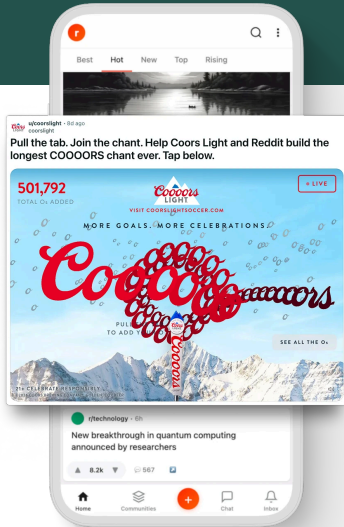
higher engagement rate than the Facebook average

Facebook avg: 0.15% engagement. Coors Chant: 2.0% across 1.67M views.

1 IN 4

engaged users spent 37+ seconds with the experience

Longer than a full :30 video ad. Active time only, paused when the tab is hidden.



## THE CAMPAIGN COORS CHANT

Every goal deserves a celebration. Coors Light, Publicis, Reddit, and Adexy brought that spirit to life during the World Cup with Coors Chant, an interactive promoted post that turned passive scrollers into active participants.

PUBLICIS GROUPE



### UNDER THE HOOD – PRODUCTION-GRADE AT SCALE

60 FPS

FRAME RATE

99.98%

ERROR-FREE SESSIONS

495K

OS RENDERED

### EARLY ACCESS

## COORS CHANT WAS ONE OF THE FIRST CAMPAIGNS OF ITS KIND ON REDDIT. YOURS COULD BE NEXT.

Adexy is working with a small number of brand and agency partners to bring interactive formats to Reddit at scale.

[CAL.COM/JOE-HALL-W9AIBY/30MIN](https://cal.com/joe-hall-w9aiby/30min)