

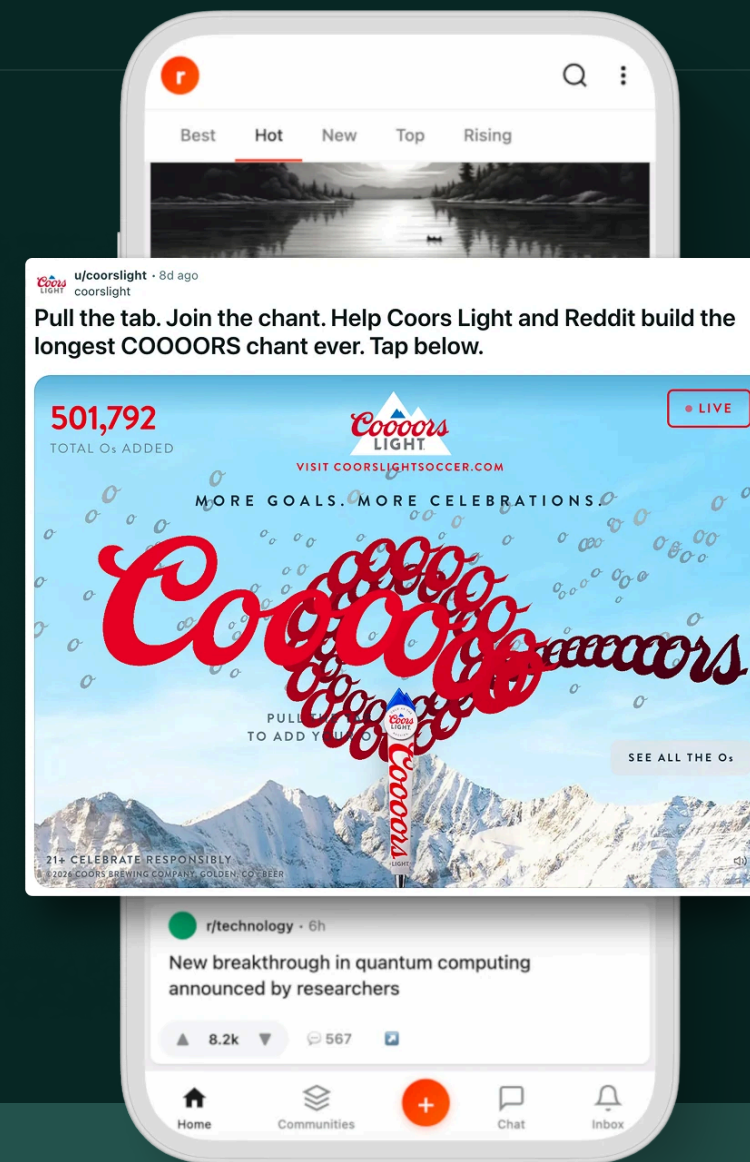
THE RESULTS – INTERACTIVE BRAND MEDIA

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.

PUBLICIS GROUPE

MOLSON COORS beverage company



7x

higher engagement rate than a standard Reddit promoted post

Reddit promoted post avg: 0.3% engagement.
Coors Chant: 2.0%.

13x

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.

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.