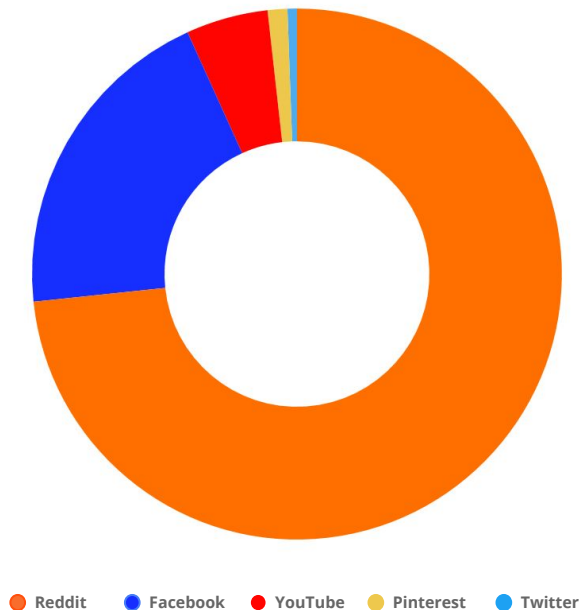


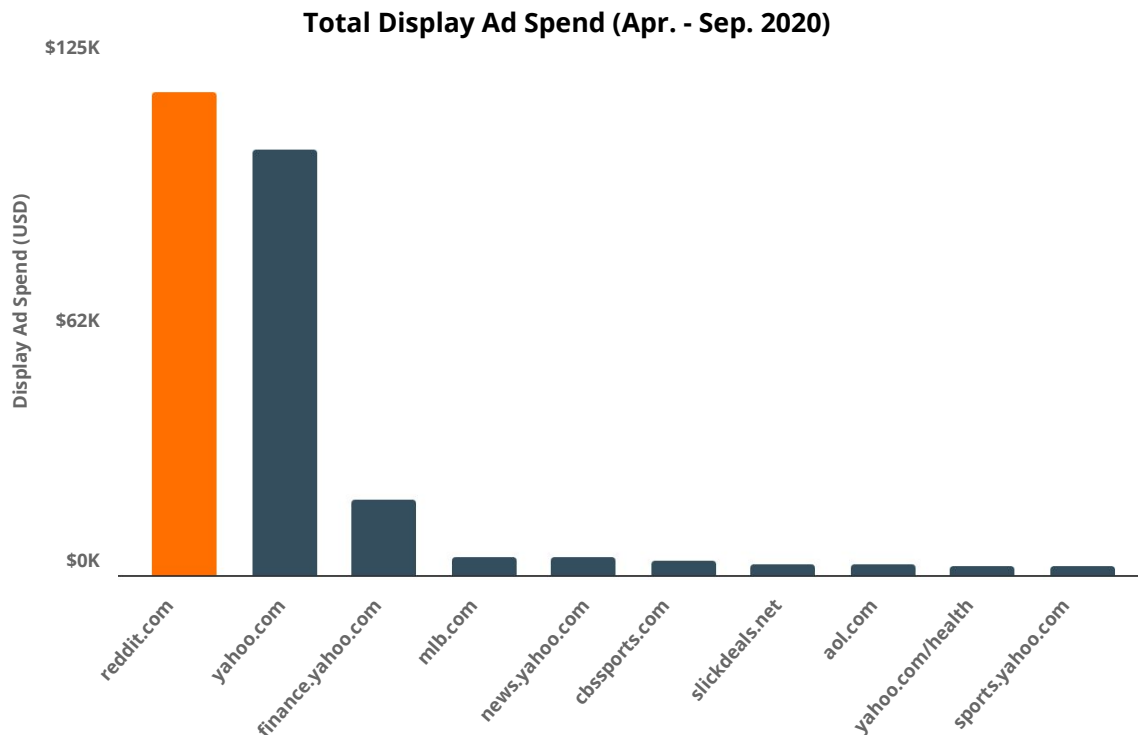
**BONOBOS**

**Advertising Menswear  
on Reddit**  
Activewear

In the past 6 months (Apr. - Sep. 2020), Reddit drove 73% of social traffic for [Bonobos](#). For context, Reddit generated 8% of social traffic for the Fashion & Apparel vertical as a whole over the same time frame.

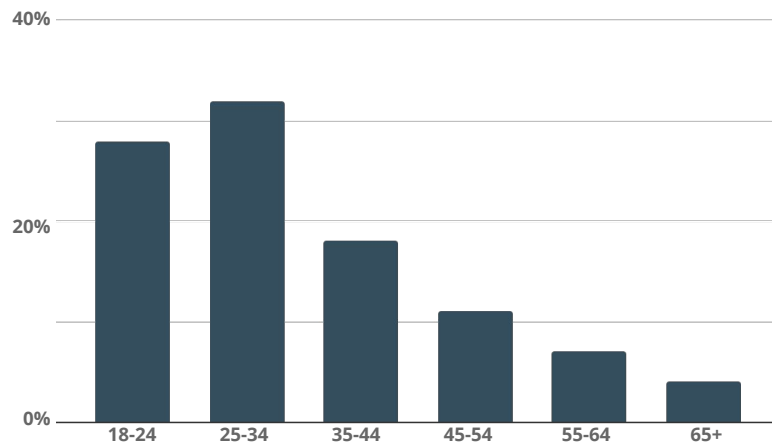
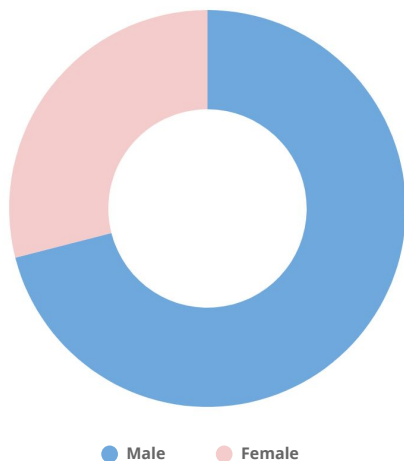


**Social traffic from Reddit was mainly driven by display ads. Bonobos spent approximately \$116K in the past 6 months to run display ads on Reddit.**



**The majority of Reddit's audience is male and between the ages of 18-34 which is aligned with Bonobos' target market.**

Gender & Age Distribution (reddit.com)



All top three display creatives on reddit were focused on generating conversions, featured a promotion (15% Off Your First Order), and had a strong Shop Now CTA.



[Click to View Landing Page.](#)

Spend: **\$12K** | Impressions: **4.1M** | CPM: **\$2.96**

This ad advertises their warehouse sale and highlights a promotion available for swimwear (swim for \$38)



[Click to View](#)

Spend: **\$12K** | Impressions: **4.1M** | CPM: **\$2.88**

This ad features seasonal creative for their summer product line, with a 15% off promotion for the first order



[Click to View](#)

Spend: **\$11K** | Impressions: **3.9M** | CPM: **\$2.63**

This ad features seasonal creative for their fall product line, with a 15% off promotion for the first order

## 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
<a href="#">r/announcements</a>	71M
<a href="#">r/funny</a>	33M
<a href="#">r/askreddit</a>	30M
<a href="#">r/gaming</a>	28M
<a href="#">r/aww</a>	27M
<a href="#">r/pics</a>	26M
<a href="#">r/music</a>	26M
<a href="#">r/science</a>	25M
<a href="#">r/worldnews</a>	25M
<a href="#">r/videos</a>	24M

### Top Subreddits (Men's Fashion)

Subreddit	# of Subscribers
<a href="#">r/malefashionadvice</a>	2.6M
<a href="#">r/streetwear</a>	2M
<a href="#">r/frugalmalefashion</a>	2M
<a href="#">r/sneakers</a>	1.6M
<a href="#">r/watches</a>	1.3M
<a href="#">r/malefashion</a>	200K
<a href="#">r/goodyearwelt</a>	139K
<a href="#">r/rawdenim</a>	90K
<a href="#">r/techwearclothing</a>	78K
<a href="#">r/styleboards</a>	28K

### Top Subreddits (Fitness)

Subreddit	# of Subscribers
<a href="#">r/fitness</a>	7.8M
<a href="#">r/bodyweightfitness</a>	1.8M
<a href="#">r/progresspics</a>	1.4M
<a href="#">r/bodybuilding</a>	1.2M
<a href="#">r/running</a>	1.1M
<a href="#">r/getdisciplined</a>	651K
<a href="#">r/gainit</a>	299K
<a href="#">r/homegym</a>	202K
<a href="#">r/powerlifting</a>	179K
<a href="#">r/crossfit</a>	170K

# Organically on Reddit, Bonobos is featured the most often on the subreddit [r/frugalmalefashion](#) where users share the latest deals and sales.

1 193 **The Boulevard Bomber Jacket for \$48 in Navy and Slate at Bonobos** [Deal/Sale] (bonobos.com)  
submitted 15 days ago by killingit0925 to r/frugalmalefashion  
89 comments share save hide report

2 6 **Bonobos warehouse sale for extended sizes. First time ordering, hope it's good stuff!** (bonobos.com)  
submitted 21 days ago by areyow to r/bigmenfashionadvice  
6 comments share save hide report

3 522 **MASSIVE discounts right now at Bobobos on their final sale items. No code needed. Can be stacked with student/military discount** [Deal/Sale] (bonobos.com)  
submitted 1 month ago by CHICKSLAYA to r/frugalmalefashion 🐶  
227 comments share save hide report

4 3 **Bonobos extra 60% off final sale, code CANNONBALL** [Deal/Sale] (bonobos.com)  
submitted 2 months ago by jtal888 to r/frugalmalefashion  
2 comments share save hide report

5 79 **Bonobos Weekday Warriors slacks \$19.20 (Tailored fit / Final Sale)** [Expired/OOS] (bonobos.com)  
submitted 2 months ago by miraj31415 to r/frugalmalefashion  
41 comments share save hide report

6 329 **Bonobos Daily Grind suits (including slim fit) \$128 shipped with code EPICSALE** [Deal/Sale] (bonobos.com)  
submitted 2 months ago by BigPaulieEh to r/frugalmalefashion  
117 comments share save hide report

7 39 **Bonobos Summer Refresh Sale - 30% off everything with SOFRESH, ends tonight** [Expired/OOS] (bonobos.com)  
submitted 2 months ago by Better\_Nature to r/frugalmalefashion  
17 comments share save hide report

8 40 **Bonobos 30% Off Everything With Code STAYFROSTY** [Deal/Sale] (bonobos.com)  
submitted 3 months ago by Ehhptome to r/frugalmalefashion  
8 comments share save hide report

Each post links out to the sale page and are often highly engaging with hundreds of comments

**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?...](https://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

# Key Takeaways

## From the Bonobos Reddit Case Study

**Focus Allocation — Reddit:** There are three factors that suggest Reddit as a white space for reaching a male audience that is interested in activewear.

- 1. Demonstrated Ability to Generate Results:** Bonobos has generated 73% of its social traffic on reddit in the past 6 months, totalling hundreds of thousands of visits to their ecommerce site.
- 2. Audience Alignment on the Platform:** The majority of Reddit's audience is male and between the ages of 18-34. There are dozens of subreddits specifically dedicated to men's apparel, sport, and activewear where relevant audience members can be reached.
- 3. Low Competition From Other Brands Compared to Other Channels:** On average, the competing men's apparel 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 Instagram (avg. 35%) and Facebook (avg. 30%).

**Tactic — Reddit Advertising:** Some brands successfully activated 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](https://redditlist.com) to identify the top subreddits for various interest categories such as gaming, sports, humor, and technology.