

# Creative Best Practices



Reddit is a place to discover new things, get informed, find your community, and share your perspectives with the world. Here are some things to consider while telling your own unique stories. It's not dangerous to go alone but take this – It'll help!

## Headlines & Messaging

	DO'S	DONT'S	
<b>Treat headlines as a stand-alone branding opportunity.</b>	<p>Redditors like to read. They will absolutely read your copy – so make the most of it!</p> <p>Ads that explicitly call out product benefits and brand differentiators trend among our top-performing campaigns, with <b>75%</b> of top campaigns doing so vs. <b>54%</b> among bottom-performing campaigns.</p>	<p>Don't fail to communicate a clear value proposition. Let them know what separates you from the pack!</p> <p>Having a clear and immediate value proposition was shown to <b>cut CPA in half!</b></p>	
<b>Use an authentic and conversational tone.</b>	<p>Speak to Redditors like you'd speak to a well-informed friend, with an authentic and conversational tone that rings true to your brand.</p> <p>Top performing campaigns at driving Purchase Intent are nearly <b>2x</b> more likely to contain a headline with a conversational tone.</p>	<p>Don't forget to read your copy aloud to hear whether it sounds unnatural or awkward conversationally.</p> <p>Reddit is all about authenticity. Redditors trust each other and the platform <b>1.8x</b> more than other social media platforms, so highlight your product or service's value openly and honestly!</p>	

## Creatives: Static & Video Assets

<b>Utilize Video and Image together to maximize impact</b>	<p>Video? Image? Why not both!?</p> <p>Redditors (like most folks) enjoy variety. Give Redditors multiple ways to experience your brand by including both images and video creatives in a single campaign.</p> <p>Campaigns that do so achieve <b>10x higher</b> lifts in memorability, <b>14x higher</b> lifts in messaging recall, and a <b>3x higher</b> lift in brand favorability.</p>	<p>Don't put all your eggs in one basket!</p> <p>What works for your brand on other platforms may not work on Reddit... or will it?</p> <p>With a rapidly growing user base and new features being rolled out, user behavior and the way they engage with ads is changing everyday. The only way to find out what works is to test!</p>	
<b>Reddit's Three Second Rule (but more like a recommendation)</b>	<p>Five-second rule? Why not three?!</p> <p><b>80%</b> of our top-performing video campaigns revealed the brand or logo within the <b>first three seconds</b>. Follow suit! Make sure your branding is prominently displayed in the first three seconds of your video to maximize lower-funnel performance.</p>	<p>Don't wait until the end of your video to show your logo or branding.</p> <p><b>88%</b> of users who watch a video on Reddit will watch for the first 6 seconds. But, by the end of a 30 second video, you've lost more than <b>50%</b> of your audience.</p>	

## Pro Tips

<b>Every advertiser should leverage Reddit's Conversation Placement.</b>	<p>Make your pitch where Redditors are most engaged!</p> <p>When looking at click-through rate by placement type we discovered that conversation placement ads are performing at <b>virtually the same rate</b> as ads in the feed! They also outperform many of our 3rd party benchmarks!</p>	<p>Don't leave the Conversation Placement out of your campaign mix! It's a valuable placement for advertisers at every stage of their Reddit ads journey.</p>	
<b>Utilize KarmaLab as a resource to help adapt your ads for Reddit.</b>	<p>Tap KarmaLab, Reddit's in-house creative strategy team for creative support.</p> <p>Advertisers that received KarmaLab's assistance with adapting ads from other platforms for Reddit saw a <b>31%</b> lift in CTR and a <b>9.5%</b> lift in VCR.</p>	<p>Don't go it alone! KarmaLab is here to help.</p> <p>Reddit takes time to understand. Leveraging KarmaLab's expertise and creative support early and throughout your Reddit Ads journey helps shorten the learning curve, and it gives you a better understanding of what's working on the platform.</p>	

Click here to view the Colgate x Reddit case study

A\_Bit\_Narcissistic · 260d  
I hope their whitening kit can bleach my eyes.

trashgordon2000 · 255d  
This ad triggers the Trypophobia that I didn't know I

# The Flavor of Reddit

Reddit.com is just as much about culture as it is community—and understanding both is important when you're creating ads for our platform. Now that you're familiar with the *Do's and Don'ts*—it's time to learn about the *Flavor of Reddit*, the subtle nuances and tribal knowledge passed down through generations of Reddit employees and advertisers. After you learn about this stuff, you'll be a certified Reddit ads boss!



## Experiment with humor and cultural references

Humor can be a great ice breaker on Reddit. This doesn't mean you have to do a meme! Memes can be challenging to pull off well. Instead, consider using assets and copy that contain levity and a lighthearted tone whenever possible. This is especially effective in video creatives, where humorous content was **4X** more likely to succeed in tested lower funnel brand metrics.



## Demonstrate your knowledge of Reddit

Redditors appreciate when brands get to know our platform and its communities. Demonstrate your knowledge of Reddit with callouts to specific subreddits, users, or themes. Redditors love recognition (see: karma). So, acknowledge them with words, imagery, and nods to the platform.



## Redditors don't use hashtags and emojis

Redditors typically don't use emojis in their headlines and comments (outside of WallStreetBets), and they also don't use hashtags. Redditors appreciate brands that take the time to get to know the platform, and this is one way to show them your brand gets it.



## Redditors don't mind ads that offer value

If your ad adds value to the conversation, or Reddit experience, they will engage and, in some cases, award ads on Reddit!

