Mitsubishi Motors Canada x Reddit

Breaking out the Category Takeovers drove breakout performance for the all-new 2022 Outlander.

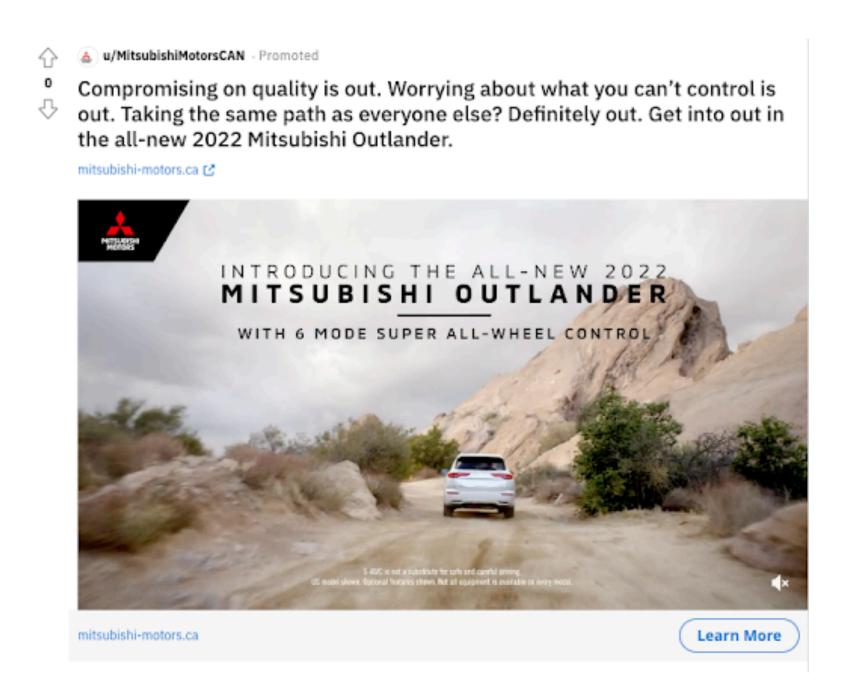


THE CAMPAIGN

- Industry: Automotive
- KPIs: CTR, Video Views, Video Efficiency
- Ad Products Used: Category Takeovers,
 Promoted Videos
- Targeting: Interest targeting based on key Mitsubishi audiences and topics

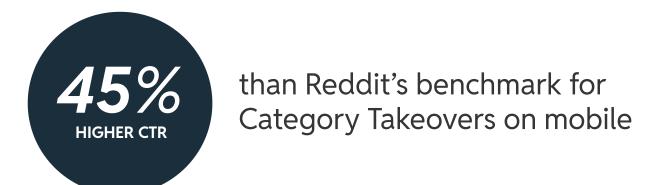
Mitsubishi Motors Canada launched an allnew Outlander SUV for 2022. As a challenger brand built on innovation, Mitsubishi felt right at home on Reddit, driving awareness and incremental reach in Canada through Category Takeovers and Promoted Videos.

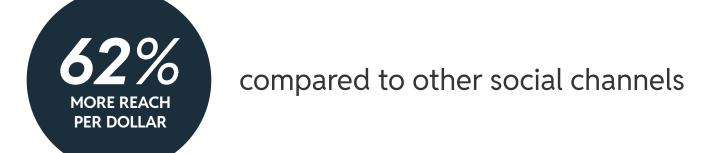
THE CREATIVE



Video assets showed the 2022 Outlander in action, allowing Redditors to take a closer look at the SUV.

THE RESULTS







We saw an opportunity to engage with specific audiences that we struggle to reach on other platforms. Launching the campaign was very smooth, especially considering we were one of the first advertisers to launch in Canada.

Mike Zablocki, Digital Marketing Manager Mitsubishi Motors Canada

