

# Wow, this actually worked.

If you're reading this, it means our bet paid off.

Big game spots are expensive, so we couldn't buy a full one. But we were inspired and decided to spend our entire marketing budget on 5 seconds of airtime. One thing we learned from our communities last week is that underdogs can accomplish just about anything when they come together around a common idea.

Who knows, maybe you'll be the reason finance textbooks have to add a chapter on "tendies." Maybe you'll help r/SuperbOwl teach the world about the majesty of owls. Maybe you'll even pause this 5-second ad.

Powerful things happen when people rally around something they really care about. And there's a place for that. It's called Reddit.

 **Vote**

 **Comment**
 **Share**



## r/SuperbOwl

With a single JPEG, Reddit created the most talked-about ad of Super Bowl Sunday. In the weeks leading up to the game, Reddit and its r/wallstreetbets community made international headline news. So, to capitalize on the brand's big moment, we did the unthinkable and created a Super Bowl commercial in just seven days. While our lo-fi long copy ad flashed on screen for just 5 seconds, it instantly captured the world's attention as thousands of viewers paused and rewound to take in our message.

The New York Times

*"Reddit's 5-Second Ad Was an Unlikely Super Bowl Winner"*

Esquire

*"Reddit's Five-Second Super Bowl Commercial Said a Lot With a Little"*

HUFFPOST

*"So take notes, advertisers — this is how you win the Super Bowl"*

**#1**  
searched ad

**5**  
seconds

**+25%**  
site traffic

**300+**  
news outlets

**6.5B**  
impressions