

Advertising on *r/mildlyinteresting* & *r/mildlyinfuriating*

Mudassir Mayet

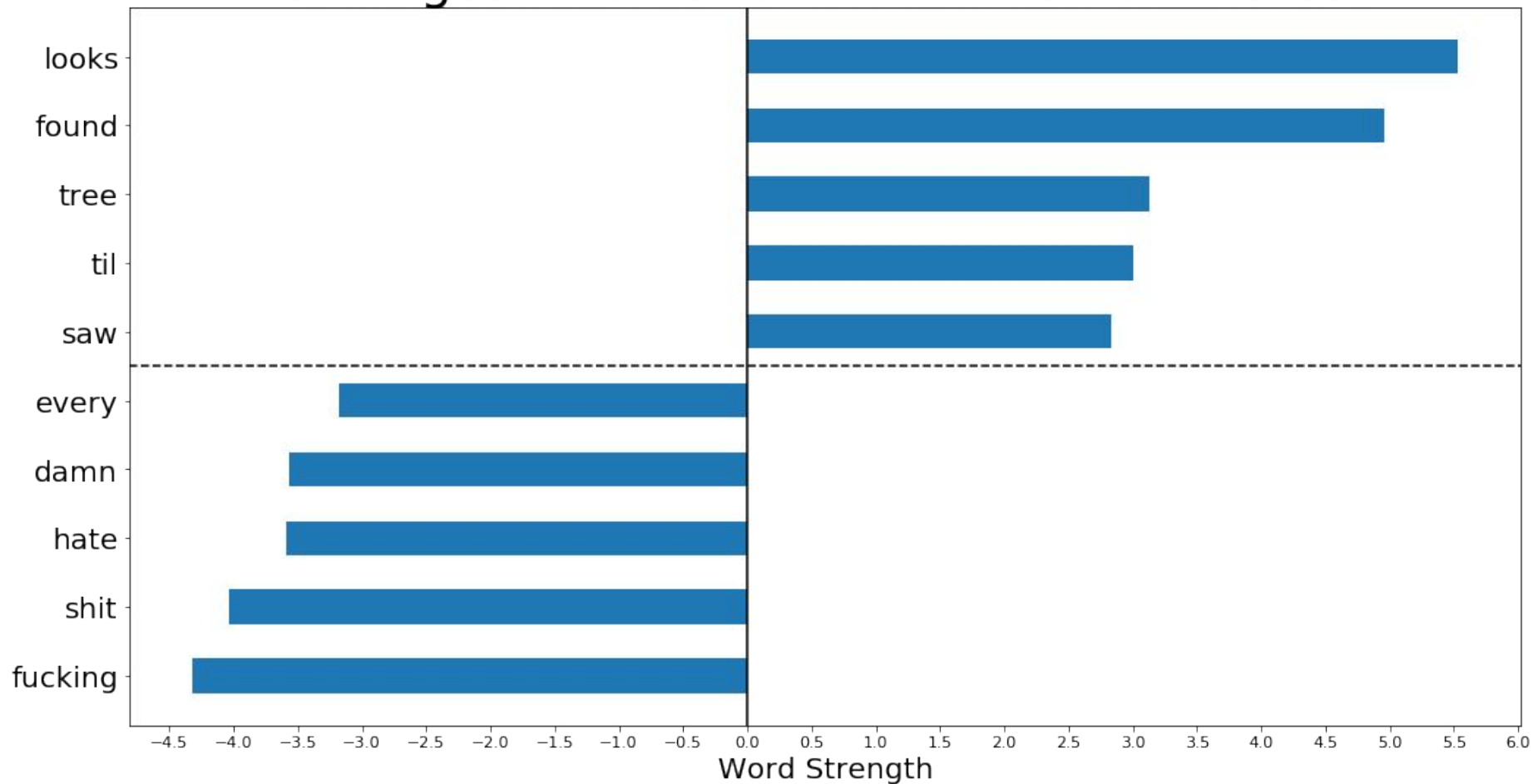
A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Goal:

1. Promote our product on
r/mildlyinteresting
2. Market against the competitors on
r/mildly infuriating
3. Profit \$\$\$

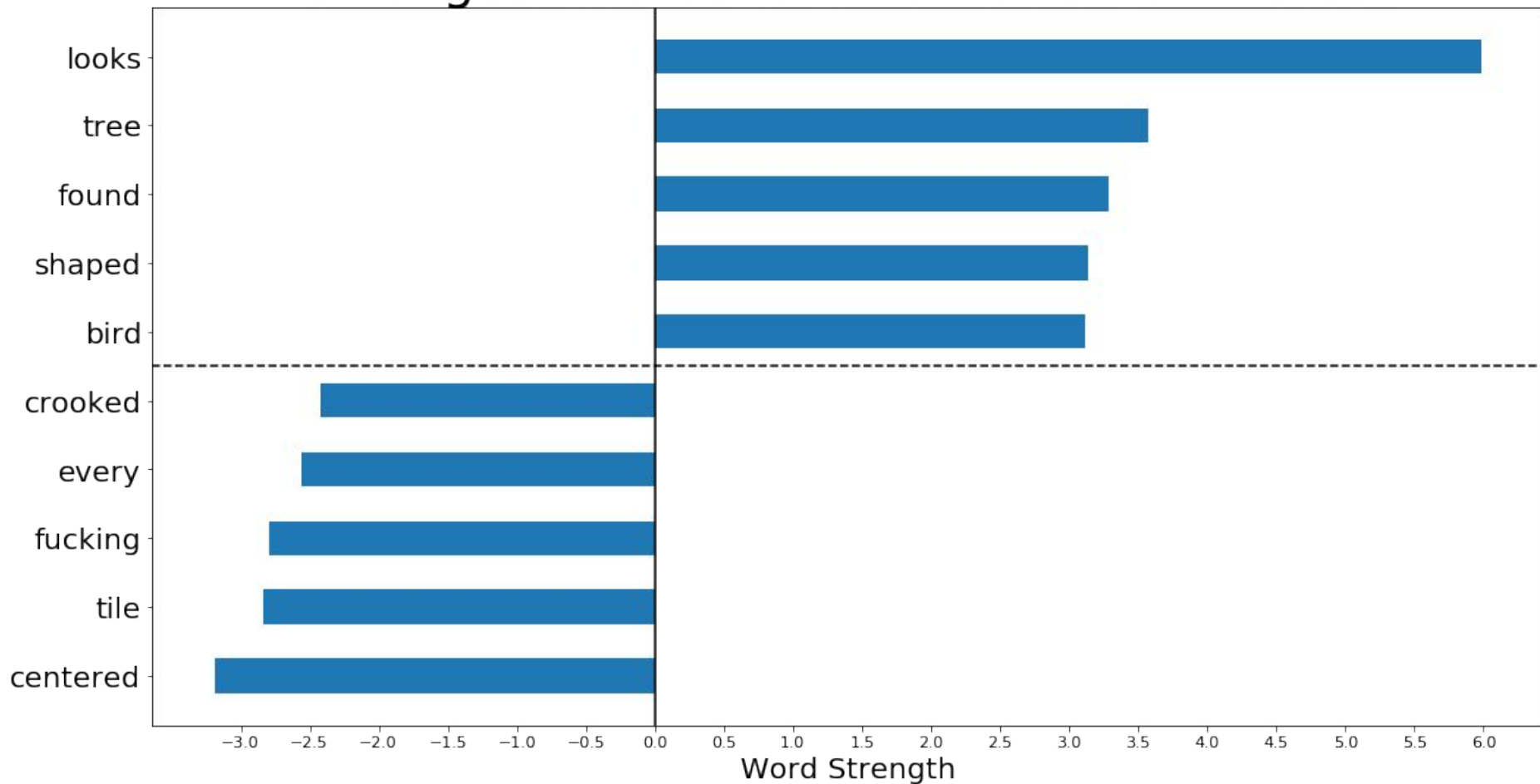
2013 Data

Strongest Words for Infuritation & Interest



2017 Data

Strongest Words for Infuritation & Interest



Promote

TIL this new product that I found looks great. It recently caught my eye, and when face to face with its competition, it does much better, and leaves it in the shadows. I know this product will continue to grow and it makes my life better and easier. I'm so glad it accidentally fell my way.

Market Against

I f____ing hate this product. Every time my roommate or I have had to use it, it works like s____t. It's beyond annoying with its ads which aren't even centered or ordered properly. Thanks Obama...