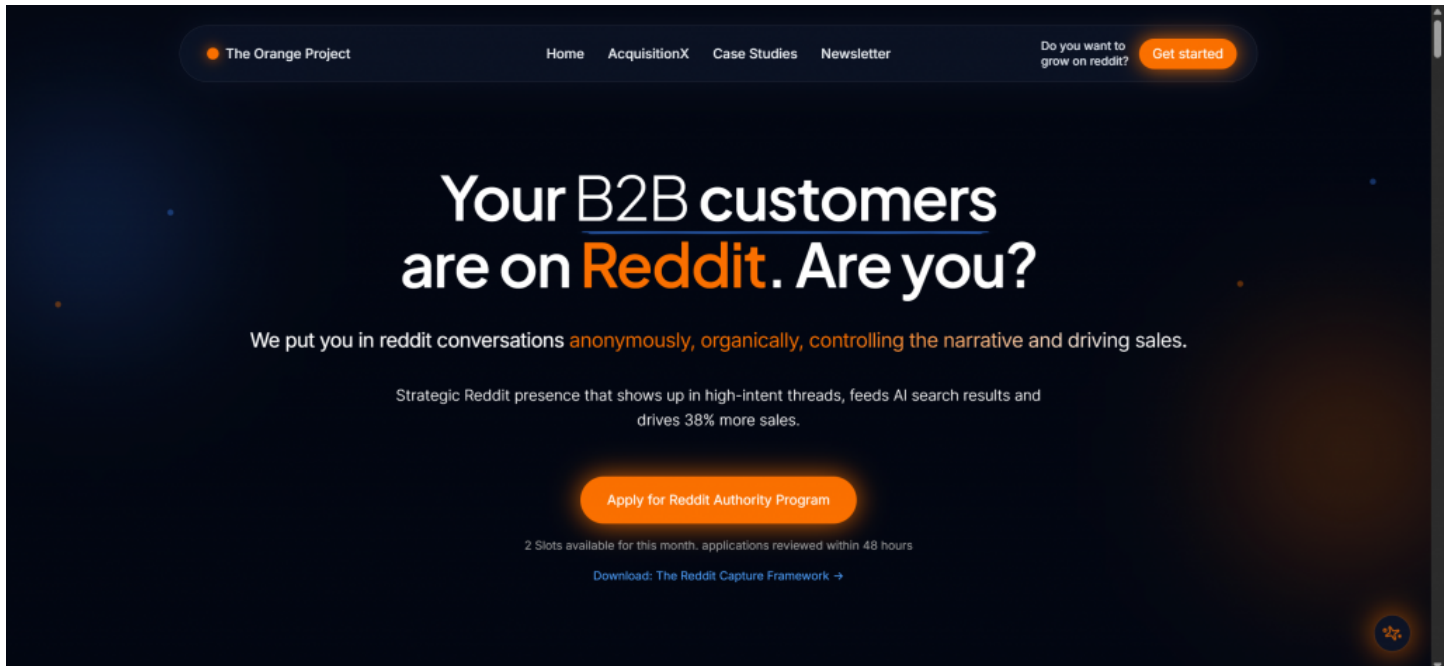


The Orange Project Introduces Reddit Reputation Strategy as Brands Shift Toward Organic Communities



The screenshot shows the landing page for 'The Orange Project'. The navigation bar includes 'The Orange Project', 'Home', 'AcquisitionX', 'Case Studies', 'Newsletter', and a 'Get started' button with the text 'Do you want to grow on reddit?'. The main headline reads 'Your B2B customers are on Reddit. Are you?'. Below this, it states 'We put you in reddit conversations anonymously, organically, controlling the narrative and driving sales.' and 'Strategic Reddit presence that shows up in high-intent threads, feeds AI search results and drives 38% more sales.' A prominent orange button says 'Apply for Reddit Authority Program'. Below the button, it notes '2 Slots available for this month. applications reviewed within 48 hours' and provides a link to 'Download: The Reddit Capture Framework →'.

Waterloo, Iowa Jan 22, 2026 ([IssueWire.com](https://www.issuewire.com)) - **The Orange Project** today announced the launch of its Reddit-focused growth and reputation practice, helping startups and enterprise brands build authentic visibility, manage sentiment, and participate credibly in Reddit's most influential communities.

As brands face declining trust in traditional social advertising and increased scrutiny around community engagement, Reddit has emerged as a critical platform for product research, peer validation, and reputation formation. With millions of high-intent discussions shaping purchase decisions and AI-generated answers, brands are increasingly prioritizing organic community participation over promotional tactics.

[The Orange Project](#) was founded to address this shift. The agency specializes exclusively in Reddit, combining deep subreddit intelligence, value-driven content frameworks, and disciplined engagement models designed to align with Reddit's community-first culture. Rather than running campaigns, The Orange Project builds long-term presence through consistent, non-promotional participation.

The launch is informed by enterprise-scale Reddit programs previously led by the agency's founder while working as a contractor with established marketing agencies. In one recent engagement conducted under NDA, the founder managed Reddit operations for a billion-dollar enterprise SaaS company, overseeing strategy, execution, and team operations across the platform.

That program involved building a complete Reddit growth strategy, engaging every brand mention within 45 days, and recruiting and managing a 12-person team of high-credibility Redditors. The execution generated over 198,000 targeted views, 579 upvotes, and more than 1,000 total engagements across posts and comments, demonstrating how structured, value-led participation can scale visibility while maintaining positive sentiment.

*“Reddit rewards credibility, consistency, and genuine contribution,” said **Mrityunjay Saini, Founder of The Orange Project**. “Brands that approach Reddit as a listening and participation channel rather than a promotional one gain lasting trust and measurable impact. The Orange Project exists to help brands do this the right way.”*

The Orange Project’s services include subreddit and audience research, content and comment playbooks, proactive brand monitoring, sentiment management, and the recruitment and training of dedicated Reddit execution teams. Each engagement is tailored to a brand’s industry, risk profile, and objectives, ensuring alignment with community norms and platform guidelines.

With Reddit increasingly influencing search visibility, AI-generated answers, and buying behavior, The Orange Project positions Reddit as a core channel for reputation defense, insight generation, and sustainable brand growth.

In a recent enterprise engagement conducted under NDA, the founder of The Orange Project led Reddit growth execution for a billion-dollar social listening SaaS while contracted through an established marketing agency. The program involved building a full Reddit strategy, engaging every brand mention within 45 days, and recruiting and managing a 12-person team of high-credibility Redditors. The initiative generated over 198,000 targeted Reddit views, 579 upvotes, and more than 1,000 total engagements across posts and comments, demonstrating how disciplined, value-led participation can scale visibility and improve sentiment without triggering moderation or community backlash.

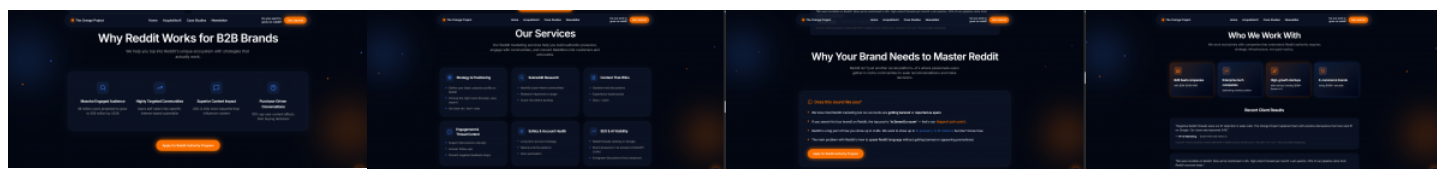
About The Orange Project

The Orange Project is a Reddit growth and reputation agency helping startups and enterprise brands build authentic visibility and trust through disciplined community participation. The agency provides strategy, managed execution, and team training focused exclusively on Reddit. The Orange Project works with brands seeking long-term presence, sentiment resilience, and measurable impact without ads or spam.

For more information, visit www.theorangeproject.co

About the Founder

Mrityunjay Saini is a Reddit growth operator and strategist with hands-on experience managing large-scale Reddit programs for startups and enterprise SaaS companies. Before founding The Orange Project, he worked as a contractor with marketing agencies to lead Reddit strategy and execution for high-growth and billion-dollar brands under NDA. His work includes building Reddit playbooks, managing distributed execution teams, and engaging directly in high-intent communities to shape sentiment and visibility. He founded The Orange Project to formalize a disciplined, Reddit-native approach to brand growth at a time when community trust has become a competitive advantage.



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Source : The Orange Project

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