How to win on Roblox Walmart and H&M

Campaign Gaming Summit 2024

GEEIQ

geek noun \ ˈgēk \
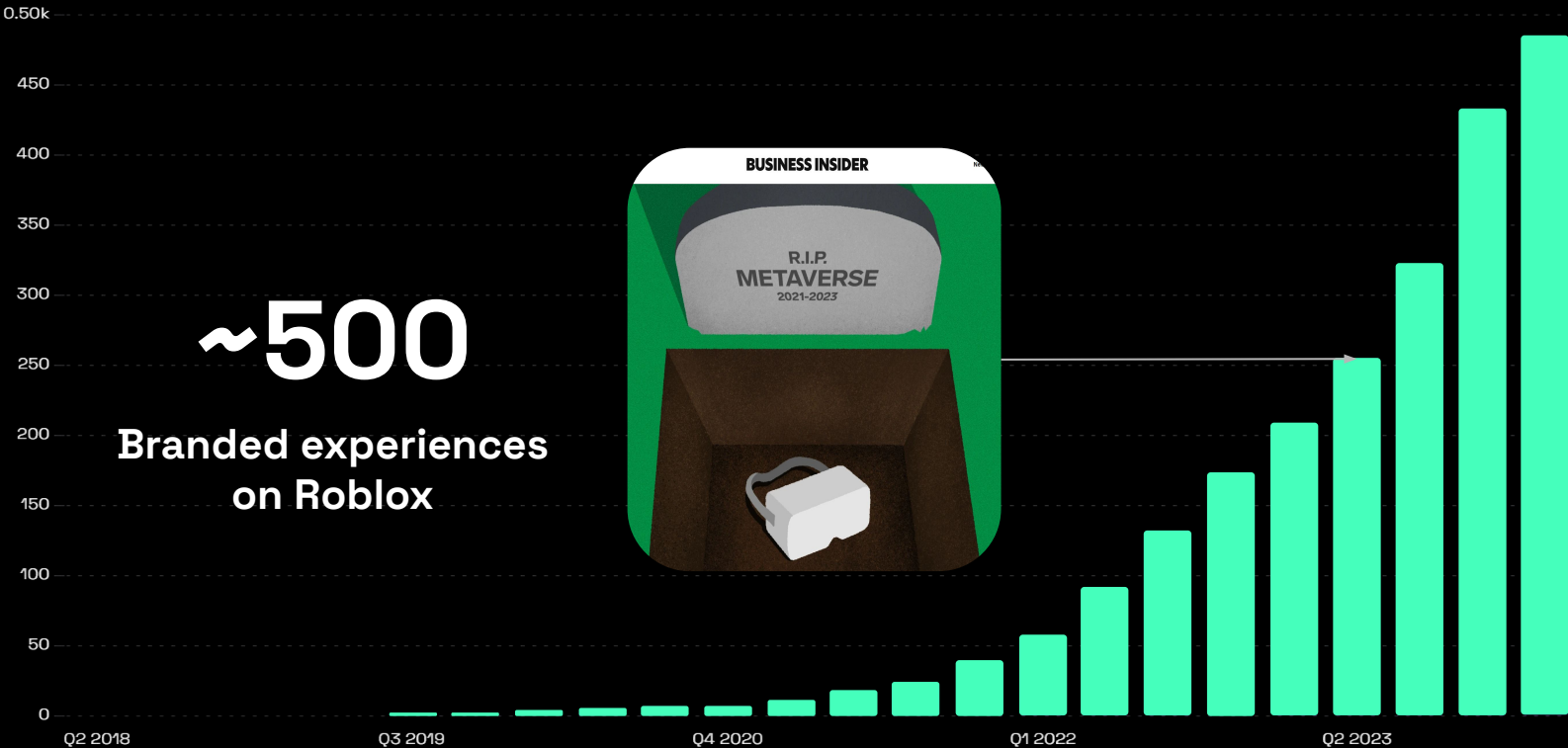
Why?

Why?
Why Roblox?

Why?
Why Roblox?
Why my brand on Roblox?

Why are so many brands doing it?

~500

Branded experiences on Roblox

0.50k
450
400
350
300
250
200
150
100
50
0

Q2 2018   Q3 2019   Q4 2020   Q1 2022   Q2 2023

Source: GEEIQ Metaverse Dashboard

We live in an attention economy

Attention
is evolving

Gen Z Time Spent Online (avg. mins/day)

180	Roblox
107	Tiktok
67	YouTube
48	Minecraft
45	Instagram
29	Clash Royale
29	Brawl Stars
19	Twitch
18	Clash of Clans

3Tn
TikTok views on gaming content 2022

100Bn
Hours watched on YouTube Gaming

Source: ADR 2023; VICE X RAZORFISH GEN Z METAVERSE REPORT
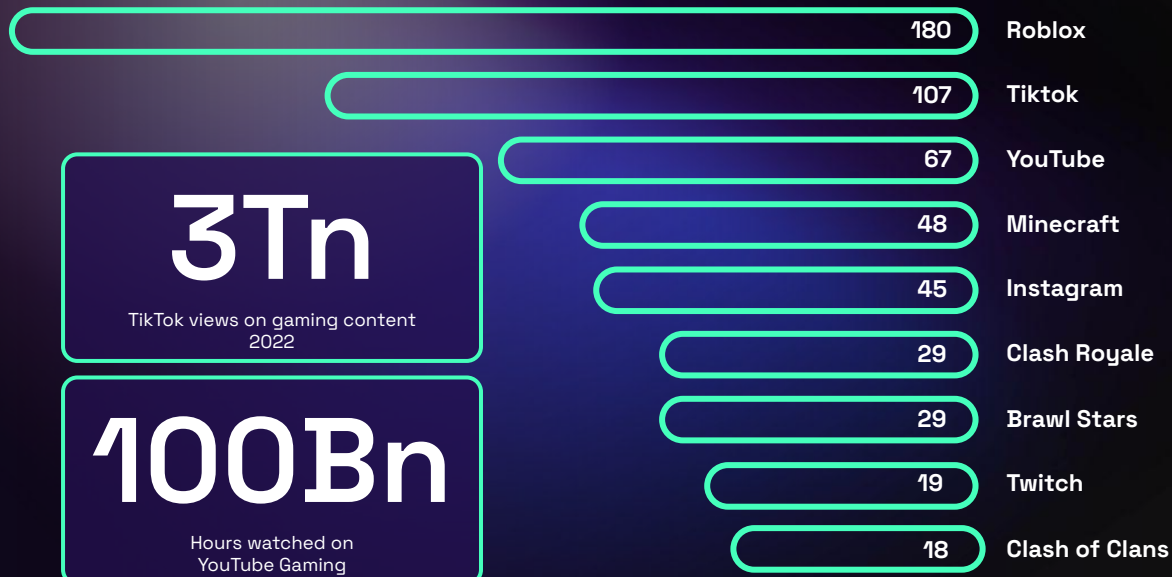
What does this mean for brands?

The Evolution Of Attention

Pre 2000

Print | TV | Radio

VIACOM

CONDÉ NAST

COMCAST

Le Monde

The Evolution
Of Attention

Pre 2000   Post 2005   Now

Virtual Environments

FORTNITE   ROBLOX

MINECRAFT   ZEPETO

The SIMS 4   REC ROOM
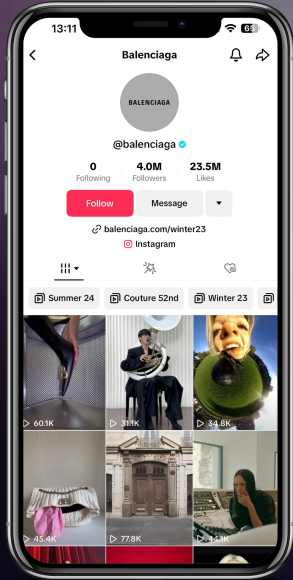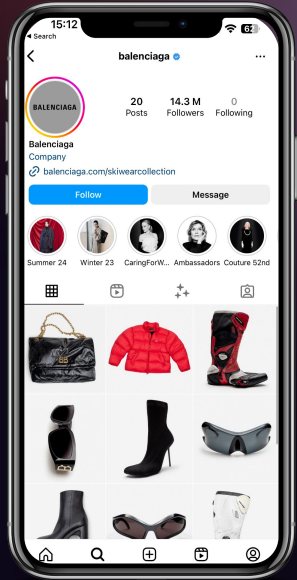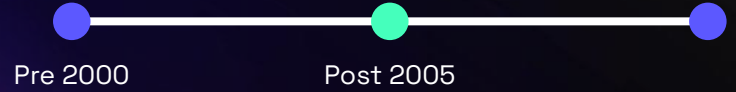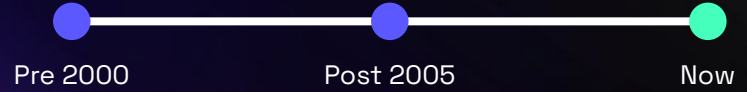
Brands
are seeing results

1.3
Seconds

Average engagement
time with branded
content on social media*

11
min

Average engagement
time with branded
experiences on Roblox

Source: GEEIQ 2023, Roblox 2023,
Insider Intelligence 2022

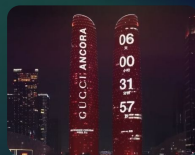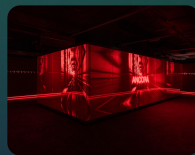GUCCI

ANCORA

How to win on Roblox

SEPT 2022

walmart
land

"Walmart Land" Roblox metaverse project mercilessly roasted by gamers
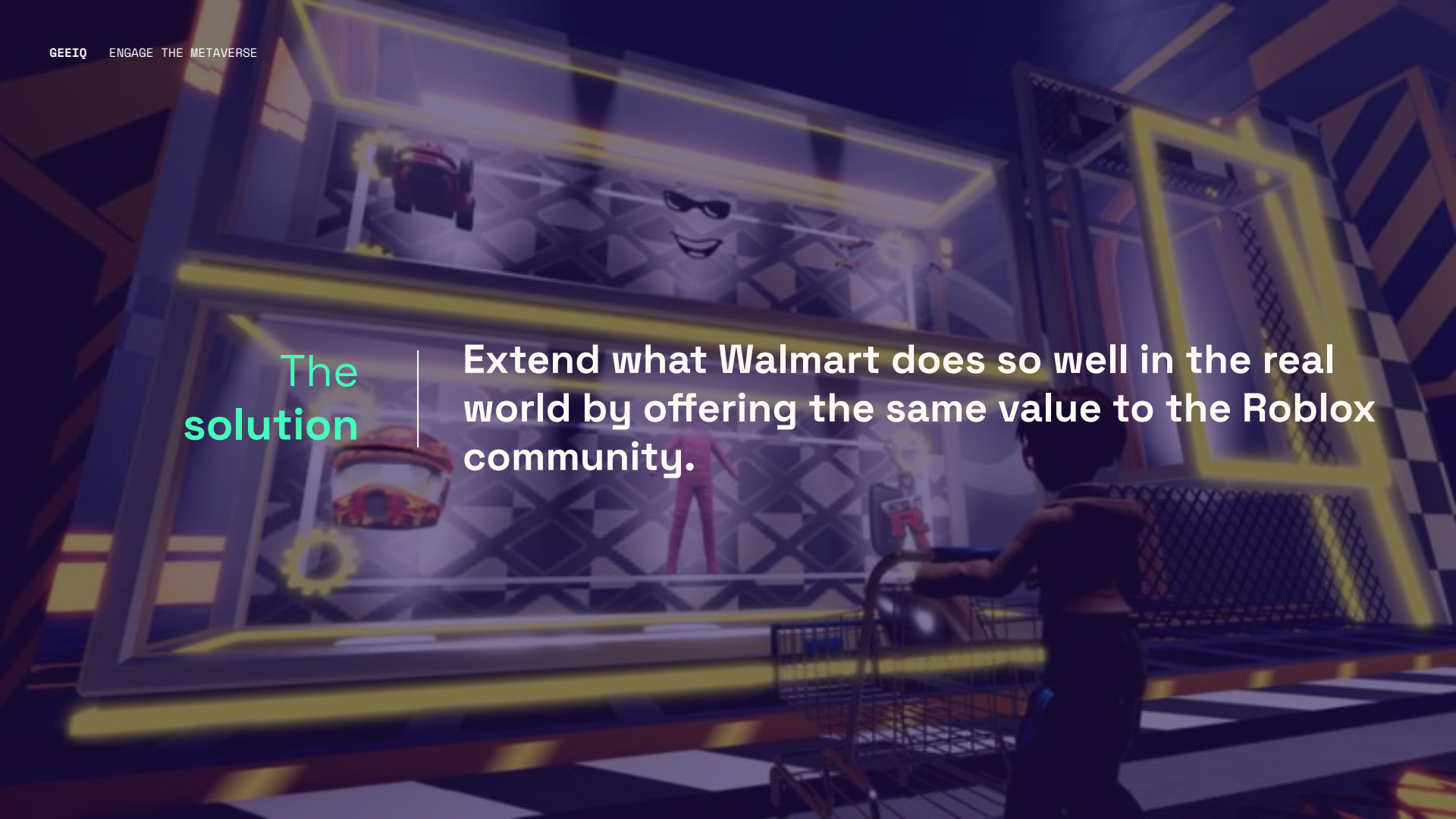
Dexerto, 2022

ON ROBLOX

The
challenge

To reappraise Walmart on Roblox and boost brand perception and brand love.

The
solution

Extend what Walmart does so well in the real world by offering the same value to the Roblox community.

Walmart Discovered

20m
visits in 5 months

96.36%
Like ratio vs.
53% on Walmart Land

No. 1
Branded Roblox Discord

CORE TACTICS

- ✓ Be authentic and fun
- ✓ Work with the community
- ✓ Make data-driven decisions

Walmart partnered with Roblox to conduct a third party study to understand impact on the brand.

The **results**

- Walmart Discovered players were **75% more likely than a control group** to be highly favorable of Walmart.

- Walmart Discovered players who have not previously shopped at Walmart are **2.85x more likely than Control** (who have also not shopped at Walmart) to recommend Walmart to a friend.

The
challenge | To authentically immerse a younger audience in H&M campaigns.

**The
solution**

**Leverage real-world collaborations and
translate them into the virtual world.**

IRL Campaigns

Roblox Campaigns

H&M Loooptopia

CORE TACTICS

- ✓ Bridging digital & IRL
- ✓ Amplify with native influencers
- ✓ Be authentic and fun

10m
Total visits

697K
Puffer jackets claimed

5.3m
Views of organic content (YT & TikTok)

Traditional   vs.   Immersive

Social Media

1,609,038 minutes
spent with the brand

3 platforms

Loooptopia

6x longer
spent with the brand

Roblox

Source: GEEIQ, April 2023

Be authentic & fun

Bridge digital & IRL

Make data-driven decisions

Roblox Core Tactics

Amplify with native influencers

Strategically leverage Roblox paid media

Work with the community

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Thank you

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LOUIS VUITTON
LANCÔME PARIS
HUGO BOSS
shu uemura art of hair
L'ORÉAL PROFESSIONNEL PARIS
L'ORÉAL GROUPE
L'ORÉAL PARIS

GUCCI
RALPH LAUREN
GIVENCHY
MaxMara
H&M
GARNIER
COACH
ARMANI beauty
NARS

Walmart
sam's club
ELTON JOHN
SHISEIDO
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Thank you

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