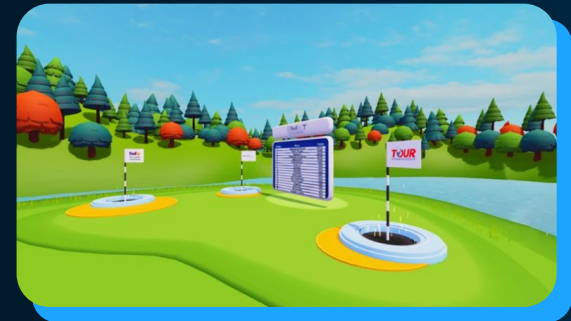
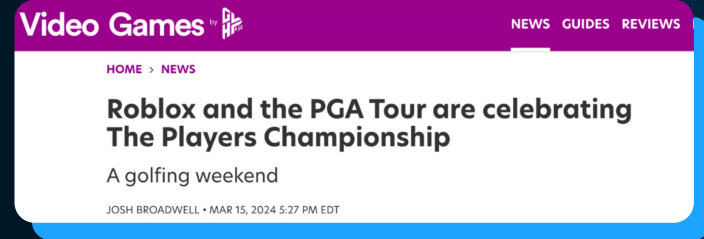


CASE STUDY: SUCCESS STORY WITH PGA TOUR



- **Objective:** To drive 100k+ plays to the official “PGA TOUR Scramble” experience on Roblox, and to increase Roblox Group Members.
- **Strategy:** Create and release exclusive avatar items within the PGA Tour Scramble experience to use as a powerful traffic driver which engage players to truly be immersed.
- **Outcome:**
 - 57% Increase in Lifetime Plays over 6 Days
 - Game favorability increased from 68% to 93%
 - 2,672% increase in Roblox Group Members

- **Press:** An announcement of this PGA TOUR



CASE STUDY: SUCCESS STORY WITH ZENNI



5,000

UGC Claimed



4 1/2 HRS

All UGC
were claimed



22K+

Completions

- **Objective:** To get a foothold on Roblox by having users interact with the Zenni brand within an existing Roblox experience.
- **Strategy:** Create and giveaway compelling Roblox avatar items themed after glasses that Zenni sells to users who complete a scavenger hunt in Avatar Outfit Creator.
- **Outcome:**
 - 5,000 UGC Claimed
 - All UGC claimed in 4 1/2 Hours
 - 22k+ completions



CASE STUDY: SUCCESS STORY WITH FRESHCUT



- **Objective:** Drive brand awareness and user acquisition to FreshCut to increase their market share as a leading Roblox-related social media platform.
- **Strategy:** Design unique Roblox avatar items that players complete quests to earn and redeem in Avatar Outfit Creator.
- **Outcome:**
In the first 90 days we:
 - Distributed over **600,000 items**
 - Increased FreshCut's Twitter/X followers by over **10,000**
 - Received **3.3M+** unique engagements
 - Increased FreshCut's monthly active users by **231%**


600,000
Distributed
Items


10,000
Increased
Twitter/X
followers


3.3M
Unique
engagements


231%
Increased
monthly active
users



CASE STUDY: IN-PROGRESS WITH SOUR PATCH KIDS



188,500

Distributed
Items



585K+

Visits to Sour Patch
Kids Roblox experience



3.3K

Peak CCU

- **Objective:** Drive users to engage with the official Sour Patch Kids experience on Roblox by rewarding them with UGC for completing in-game tasks
- **Strategy:** Designed exclusive avatar items representing Sour Patch Kids' unique style and created a launch strategy to effectively engage players.
- **Outcome:**
 - Distributed over 188,500 items
 - 585k+ visits to Sour Patch Kids Roblox experience; and growing!
 - 3,300+ Peak CCU

