

THE OBJECTIVES

➔ To create an engaging connection between young people and the brand, providing a long term strategy for communication.

➔ To meet the players inside and outside of the gaming space, and expand/create the current market for it.

➔ **Age Demographic** - Young people aged 13-18

➔ **The campaign was performed simultaneously:** Both in Minecraft and Roblox



RESULTS



151,000

Unique Players



1,501,000

Impressions



422 DAYS

of combined
playtime



200+

Tiktok Videos
by players



6.3 MINUTES

Average Engagement Time



MINECRAFT TRAILER



ROBLOX TRAILER



BRAND UPLIFT STUDY



4109 participants, aged 13-18 with a 42% Female/ 58% Male gender split answered our survey.



The survey was performed twice, before the game integration and after the game integration.

Brand objective	Increase
BRAND AWARENESS	+29.3%↑
CATEGORY INTEREST	+3.6%↑
BRAND FAMILIARITY	+10.0%↑
BRAND TRUST	+9.7%↑
PURCHASE INTENT	+9.7%↑
BRAND PERCEPTION	+9.4%↑
BRAND ADVOCACY	+8.0%↑