



THE OBJECTIVES

- **Estee Lauder, the international beauty brand,** wanted to connect with Israeli Teenage girls and introduce them to the new **Double Wear** series
- **This generation of teenagers is mostly preoccupied with digital worlds** like ROBLOX, and less exposed to traditional marketing outlets.
- **The challenge** was to reach the target audience in the digital worlds they inhabit, and to create a fun, natural experience for them. One that not only introduces them to the brand, but gives them real value inside the game itself.



RESULTS

 **156,016**
Unique Players

 **1,522,485**
Impressions

 **110,202**
Engagements

 **3.7 MINUTES**
Average Engagement Time

TRAILER





CASE STUDY

- ➔ 2000 participants, aged 12+ with an exclusively Female participant pool.
- ➔ The survey was performed twice, before the game integration and after the game integration.

Brand objective	Increase
BRAND AWARENESS	+9.38%↑
CATEGORY INTEREST	+5.0%↑
BRAND FAMILIARITY	+15.00%↑