

GARNIER

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ReachPlayers

THE OBJECTIVES



Increase awareness of Garnier products among Gen Z audiences through interactive Roblox integrations that drive high engagement.

Demonstrate key product benefits (speed, effectiveness, and discretion) through short, interactive gameplay experiences that showcase real-time problem-solving.

Strengthen values of self-care and personal well-being, positioning Garnier as a natural part of teens' daily skincare routines.

Encourage active user participation (not just passive exposure) through missions and NPC interactions.

Measure campaign impact through in-game interaction metrics (engagement, completion, interaction rate) alongside Brand Lift studies to evaluate changes in awareness and brand perception.

Age Demographic - Young gamers aged 16+

RESULTS

OVERALL REACH & ENGAGEMENT:



199,438

Unique Players



1,577,770

Impressions



2.1 MINUTES

Average Engagement Time

TASK-BASED ENGAGEMENT:



TASK STARTED:

40,960

Actions

19,300

Users

2.12

interactions per player



TASK COMPLETED:

20,940

Actions

10,900

Users

~53%

completion rate

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NARRATIVE (CUTSCENE) PERFORMANCE:



STARTED:

22,380

Actions

19,780

Users



COMPLETED:

21,790

Actions

19,300

Users

TRAILER





BRAND UPLIFT STUDY

- 1000 participants, aged 16+ 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	+13.2%↑
PRODUCT USE	+5.7%↑
CATEGORY INTEREST	+14.9%↑
PURCHASE INTENT	+10%↑