

# ROBLOX BRAND PARTNERSHIPS INNOVATION REPORT

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## **Overview**

As Roblox brand partnerships continue to expand and Roblox aims to facilitate a growing number of brand partnerships on a consistent timeline, the role of the Roblox brand partnerships team shifts toward providing new and better avenues of on-platform innovation for UGC creators and game development studios to create branded content, and to continue connecting companies with the creators and platform features that best leverage engagement and revenue tailored to the unique offerings of each brand.

Echoing what VP of Global Brand Partnerships Christina Wootton said multiple times in [press statements](#), the opportunities for branded content on Roblox are not limited to engagement from gameplay or conventional digital advertising. Rather, brand strategy in the metaverse looks more like brand strategy in the real world, giving brands another dimension in which to provide value to consumers through digital goods and experiences in exchange for new revenue streams and increased brand loyalty. The metaverse allows users to connect virtually in more immersive ways than ever before, and harnessing this immersion is key to successful brand partnerships on Roblox.

With this vision in mind, the best brand partnerships on Roblox are ones that match existing (proven) or newly created platform features with the strengths of the brand partner. Ideal candidates are brands and artists who are already well known for providing immersive shopping or entertainment experiences in physical spaces. Just like a LEGO designer makes the newest Star Wars set using standard LEGO elements that fit the design ethos of both parties and can be easily combined with any other piece in the LEGO catalog, the best Roblox events are with brands whose core aesthetics can easily be recreated using the features and design elements already trending on the Roblox platform.

Each partnership proposal contains four sections. **The Why** explores the brand's readiness to be represented on the Roblox platform. **The What** explores what a potential branded experience would look like. **The How** compares a potential brand partnership with past brand activations on Roblox. **Graphics** includes any pictures relevant to a proposal that do not fit in the previous sections.

**Brand: Gucci**

**Experience: The Gucci Experience**

**Objectives: Create a Gucci hub world with long-lasting relevancy. Explore branded 3D Layered Clothing.**

**The Why:**

As the first in a series of recent Roblox brand partners to leverage limited, tradable avatar accessories, Gucci established itself as one of the most sought-after brands on the Roblox avatar shop. I could not imagine it any other way – the Gucci brand’s legacy of design innovation and its iconic real-world accessories made it the best fit for the first wave of branded Roblox limiteds. As I brainstormed with friends about trending features on Roblox to use for brand activations, 3D layered clothing was an obvious first choice. In my subconscious, Gucci immediately surfaced as the only brand worthy of touting the first branded layered clothing on Roblox. Well aware of the risks of sounding uncreative due to the past Gucci Roblox experiences, I became an instant expert in luxury jackets (yes, I am a curious journalist at heart). I delved into conversations about [how luxury brands advertise](#) by creating value through the visual expression of brand pillars instead of conventional product-focused marketing. I also investigated the jacket styles and fits of other brands like Burberry, Supreme, Off-White, Louis Vuitton, and Givenchy, and I found that a larger number of Gucci’s real-world jackets match the fit of 3D layered jackets already on the Roblox platform than any other brand studied.



**Gucci x The North Face Print Jacket**



**Roblox Shiny Puffer - Blue**

**The What:**

Gucci needs a hub world on Roblox. “Hub worlds” are multi-purpose branded experiences not tied to a specific product launch. Similar to Vans World, Gucci needs a multi-faceted space where the brand’s pillars of iconic design aesthetic merge with multiple waves of digital product launches to create an environment that exudes the style of Gucci to a broad range of audiences over time. With an experience not tied to a specific product line or collaboration launch, Gucci would have the flexibility to promote its newest collaborations like the North Face x Gucci with exclusive layered clothing while also advertising its freshest styles in Gucci Vault at the same time. Players would also be able to join the experience consistently for months and get similar playability as those who joined at the initial release.

**The How:**

I believe a Gucci hub world should include a player experience patterned after Vans World. Vans World included a gameplay element that players broadly considered fun and engaging, and it also included an effective in-game ranking system to incentivize gameplay over time. Although Nikeland, Polo Ralph Lauren’s The Winter Escape, and NFL Tycoon were strikingly similar to Vans World as multi-purpose branded experiences with free accessories,

purchasable UGC accessories, and occasionally purchasable limited accessories released over time, they fell short of providing engaging gameplay or meaningful player experiences, and they lacked the proper incentives for players to spend time in-experience consistently. They mostly relied on a one-time rush of players fueled by free digital products or limited products.

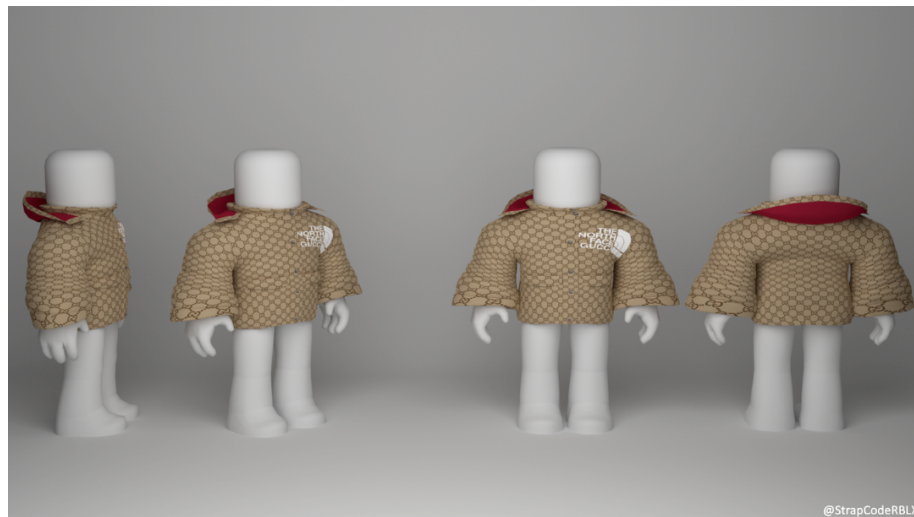
Relying on digital products for experience visits is fine when promoting a single product launch. However, for creating hub worlds, Vans World should teach us that we need to spend just as much time focusing on the core experience/gameplay loop as we do on the product sales side. The analytics are conclusive. Vans World was visited 60,083,905 times as of March 15th, 2022, whereas Nikeland, Polo Ralph Lauren's The Winter Escape, and NFL Tycoon were visited 11,735,416 times, 4,758,175 times, and 4,267,954 times respectively. Although the differences in visit counts were likely due to a variety of factors, it seems clear that hub worlds can be hugely successful if they provide engaging gameplay or unique player experiences.

To accommodate multiple product launches or to act as a gateway to the secondary Gucci branded experiences, a Gucci hub world could include portals similar to the ones in the Ready Player Two Hub, [found here](#). With portals, players can jump between worlds while maintaining the cohesive user experience found in the hub world.

**Graphics:**



**Vans World successfully incorporated an engaging gameplay element, unlike most other branded experiences on Roblox. This should be replicated for future partnerships.**



**Exploring how Gucci could promote its newest collabs like the North Face x Gucci with layered clothing. Concept art commissioned for this proposal. Made by StrapCodeRBLX.**



**A Gucci hub world could include portals to secondary Gucci experiences with similar mechanics as RP2.**

**Company: Disney Parks, Experiences and Products**

**Experience: Disney World Magic Kingdom Park**

**Objectives: Share the iconic Disney World experience with new audiences. Explore new ways players can use the platform. Incorporate classic Disney World accessories.**

**The Why:**

Disney has a long history of design innovation and has long been known as one of the most iconic brands for immersive experiences in physical spaces that delight audiences of all ages around the world. Disney Imagineers have continued Walt Disney's strategy of prioritizing immersive theme park attractions to expand the character arcs and audience experiences of classic Disney films beyond the limited depth of television screens, creating a decades-long legacy of digital and physical storytelling that transfers extremely well to metaverse brand strategy and the way branded Roblox experiences are built.

In February 2022, [Disney appointed Mike White](#) in a newly created position as senior vice president for Next Generation Storytelling and Consumer Experiences to explore metaverse storytelling opportunities. Additionally, Disney chief executive Bob Chapek told the BBC [in a memo](#) that Disney views the metaverse as the "perfect place to pursue our strategic pillars of storytelling excellence, innovation, and audience focus." It seems that Disney takes an optimistic view of the metaverse focused on expanding their audience experience through immersive online spaces. This perfectly matches the opportunities available in a branded Roblox experience.

**The What:**

Creating a realistic replica of Disney World's Magic Kingdom theme park on the Roblox platform should focus on capturing the best moments of Disney using visuals that feel native to the Roblox players. The goal should be to showcase the most iconic experiences at Disney World to audiences who may not yet have explored the park in person. Product sales should play just as important a role as they do in the physical park, but the main objective should be to make audiences want to attend the physical park so they can have the same magical experiences as they did in the metaverse.

Adding value to branded experiences beyond gameplay, digital products, or musical concerts is the next big step in Roblox brand partnerships. Roblox started to explore the concept of replicating live events with concert experiences like Lil Nas X and with the Alo Yoga brand partnership. A Disney World Magic Kingdom experience would be a continuation of this concept on a larger scale.

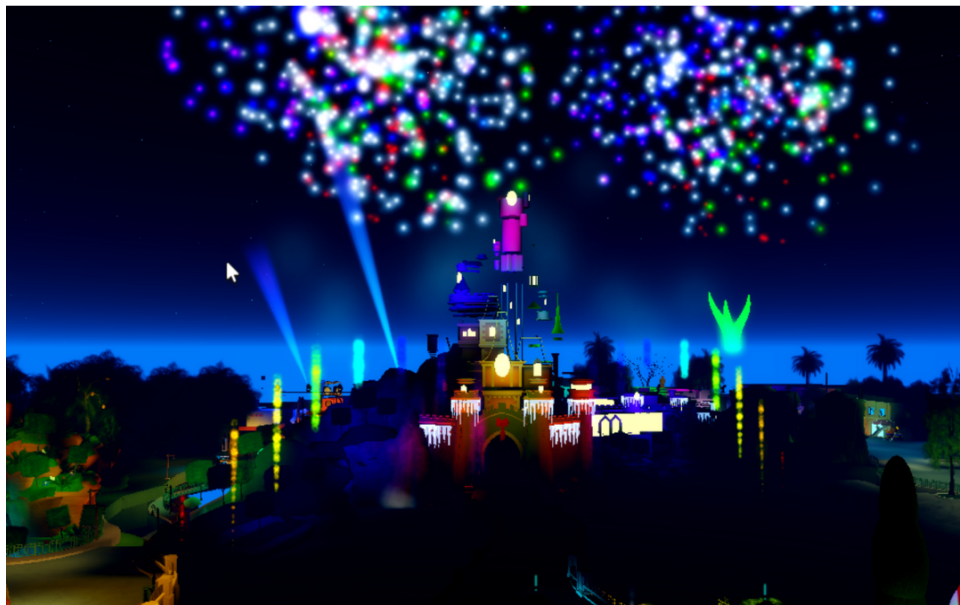
**The How:**

A Disney World Magic Kingdom-themed experience already exists on Roblox and can be [found here](#). It has been visited more than 12 million times and includes a large community of developers and volunteer contributors. I QA tested it in the past as part of the Roblox Community QA team, and I remember it sparked many conversations with fellow testers about why Disney World is such a special theme park. I suggest that a Disney World brand partnership could be modeled after this existing experience, or that its development team could possibly collaborate with MELON or another trusted development studio to add licensed sounds and adapt the experience to Disney's brand standards. I continue to wonder why such a large team of developers would work so hard on the game when it could be removed by Roblox moderation at any time for IP infringement, but portraying the wonders of the iconic Disney Castle photo-op and the evening fireworks is a noble task, is it not?

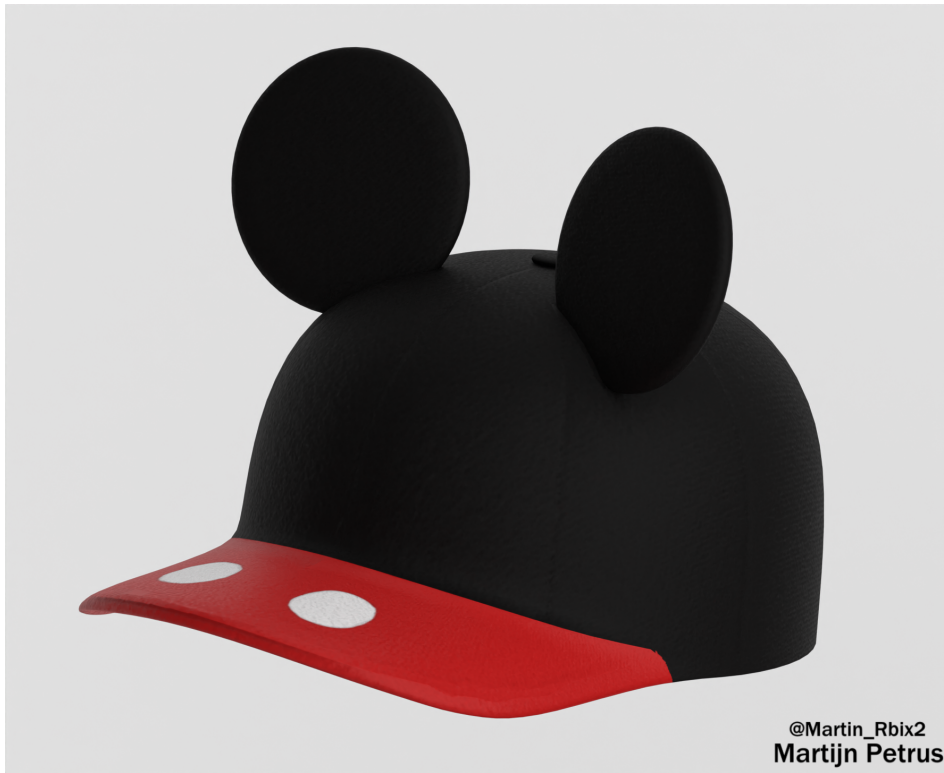
**Graphics:**



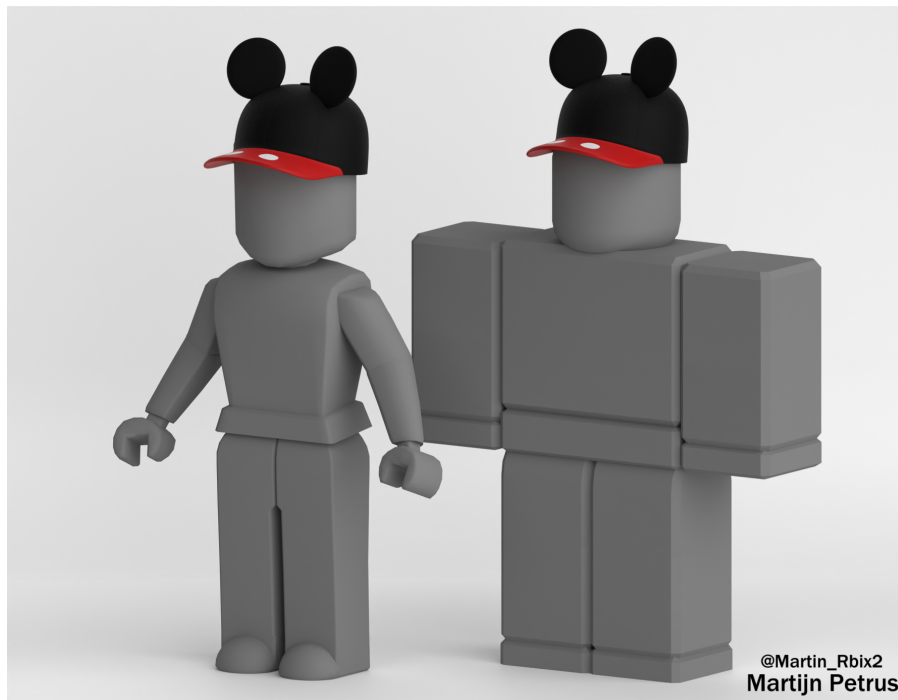
Exploring what a Disney World immersive experience might look like. Screenshots from the Cinderella Castle at the Disney World Magic Kingdom Theme Park experience.



**Graphics:**



Exploring what branded Disney World accessories might look like: Mickey Mouse Ballcap. Concept art commissioned for this proposal. Made by Martin\_RBIX2.



**Brand: MrBeast**

**Experience: MrBeast Challenge**

**Objectives: Explore the intersections between branded product sales and the creator economy. Create a branded experience for a content creator (non-musician).**

**The Why:**

Team MrBeast has a history of being one of the most innovative creator brands in the world. As one of the largest creators on YouTube, Team MrBeast has a track record for leveraging MrBeast's (AKA Jimmy Donaldson's) platform of challenge-style videos to complete successful collaborations with companies in gaming, entertainment, and food. Collaborations include MSCHF's [Finger on the App](#), Virtual Dining Concepts' [MrBeast Burger](#) restaurant chain, and Night Media's [Feastables Chocolate](#). MrBeast also owns the successful [shop-mrbeast.com](#) merch brand. After criticism of faulty gaming mechanics in Finger on the App 2, [details here](#), Team MrBeast would likely be excited to explore partnerships with trustworthy development platforms like Roblox for a challenge-style experience.

**The What:**

A new type of brand activation for well-known content creators could focus on digital product sales (fashion) while also including a unique player experience built on the creator's community. In my opinion, the value proposition of branded experiences for non-musical creators should include three main objectives: (1) serve as highly interactive spaces to engage with fans, (2) serve as verified platforms to distribute digital products (fashion), and (3) expose first-time users and existing fanbases to information about the creator not easily communicable in their normal content.

**The How:**

I think branded experiences for large content creators could be an interesting vertical to explore, as Roblox is a perfect platform for creator brands to easily engage with fans in an authentic way. Roblox does not currently have a history of successful brand partnerships with creator brands outside of the music category. Of the few non-musicians to host collaborations or brand activations on Roblox, the [RoBattle.io experience](#) made by the development team behind RB Battles is a good example. The experience allowed Australian YouTuber LazarBeam to interact with over 600 fans from around the world in real-time, all in one server. Although the theme specifics of a brand activation for MrBeast would largely be determined by conversations with his team, I envision it being highly interactive and matching the style of MrBeast's core content.



## Graphics:



RoBattle.io allowed Australian YouTuber LazarBeam to interact with over 600 fans in one server. A new type of brand activation for well-known content creators could focus on digital product sales (fashion) while also including a unique player experience built on the creator's community.