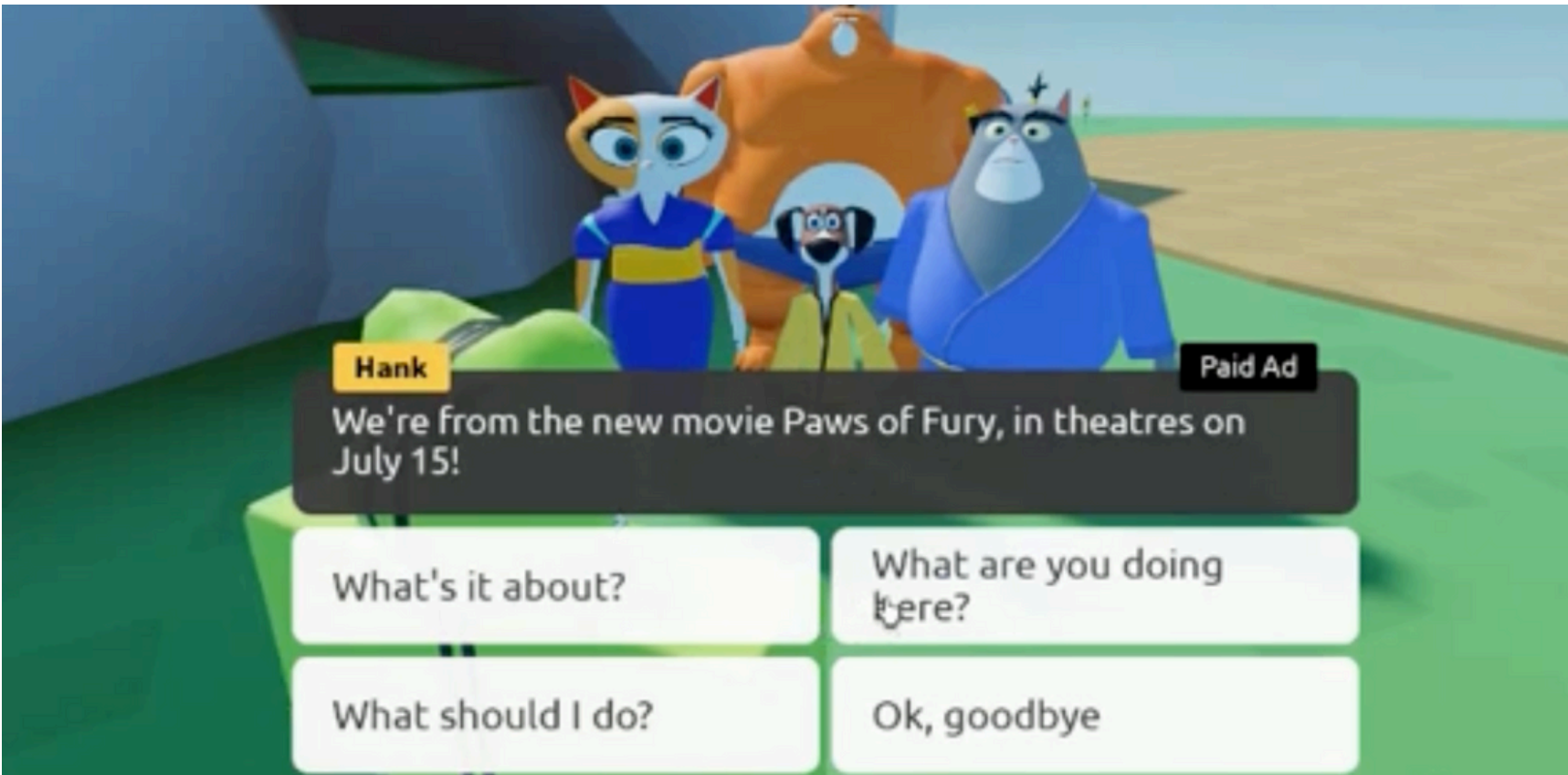


DRIVING ENGAGEMENT FOR AN ANIMATED MOVIE



AGN successfully reached the target audience for an animated movie released in 2022 by strategically focusing on users within the Roblox environment in Canada. Utilizing advanced targeting tactics, AGN placed 3D characters of all characters from the movie in the Roblox environment. Additionally, they expanded their reach by incorporating Virtual Out of Home (VOOH) in-game billboard ads, ensuring multiple touchpoints with the audience.



STRATEGY

- AGN strategically connected with the entire English-speaking demographic in Canada on Roblox, representing 86% of all users.
- AGN deployed a 3D character unit to drive 100% opt-in engagement in premium, brand-safe game environments.
- AGN reinforced the campaign by strategically placing in-game billboards across Roblox, ensuring continuous top-of-mind awareness for the movie.

RESULTS

The campaign achieved exceptional performance metrics surpassing the usual industry benchmarks, engaging the intended audience while driving their interest and action. By leveraging the popularity of Roblox and targeting users across Canada, the campaign intended to engage the target audience directly within the gaming platform.

5,663,889
Impressions Delivered

410,086
Reach

29,215
Exposure Time

6.91
Frequency