

DRIVING ENGAGEMENT FOR A MAJOR SUPERHERO MOVIE



AGN successfully reached the target audience for a major superhero movie released in 2023 by strategically focusing on users within the Roblox environment in Canada. Utilizing advanced targeting tactics, AGN placed a 3D character of the superhero 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 under 25-year-old 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 recorded exceptional performance metrics that went beyond usual industry benchmarks, effectively capturing the intended audience's interest and prompting action. By tapping into the popularity of Roblox and targeting users across Canada, the campaign aimed to directly engage its audience within the gaming platform.

1,050,790
Impressions Delivered

197,456
Reach

4291 Hrs
Exposure Time

5.6
Frequency