



Best Practices

How retail brands can reach young audiences in and around the metaverse

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AWESOME**

The metaverse is the new social playground where gaming is becoming the dominant mode of expression for a new generation.

The line between physical and virtual experiences is blurring. Marketing experiences that mix physical and digital content (phygital) are growing, and over 80% of consumers believe a brand's digital presence is equally as important to its in-store presence.¹

The influential tween and teen audience agrees – and is welcoming brands into the gaming ecosystem:

3 out of 4

young people across the UK and US like or don't mind digital advertising, claiming it adds to their gaming experiences.²

2 out of 5

young people in the US and the UK say that a good branded content experience makes them enjoy the game more.

1 in 3

young people in the US (and in the UK) say seeing a company doing something cool in a game would make it more likely for them to play the game more often and for longer, deepening the relationship potential.

In H1 2022, SuperAwesome drove over 450 million impressions across retail gaming programs.

¹ Activate Technology & Media Outlook 2022

² 'How brands can connect with young audiences in the metaverse' report by SuperAwesome

Why are retail brands considering a gaming strategy in the metaverse?

See what we've learned so far:

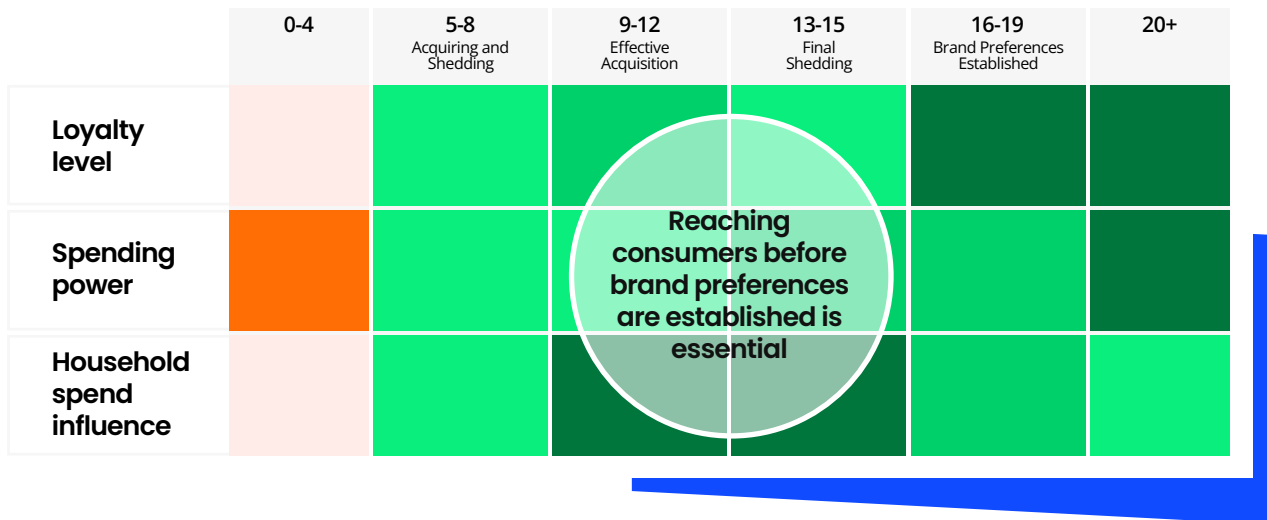


1.

Gaming is a critical channel for audience expansion.

90% of young audiences already self-identify as gamers.³ If your brand doesn't have a strategy to enter the gaming ecosystem, it is missing out on a huge channel for audience expansion, as well as a highly immersive way to start building relationships with the next generation.

One of the best ways to grow your brand is to build brand loyalty with new audiences. In a recent SuperAwesome study, we uncovered that peak brand experimentation happens in the tween (9-12) and Young Teen years (13-15).⁴ Brand preferences become more definitive after 16, making it the prime age for brands to make connections that will last well into adulthood.



“Gaming” isn’t just about playing games.

Today’s youth audiences follow and engage with gaming content and creators – even if they’re not actively playing games themselves. Gaming is omnipresent in day-to-day life, and has transformed the way Gen Z socializes and connects with one another. 35% of kids and teens in the US (and 30% in the UK) say that a brand doing something ‘cool’ in a game would make them ask their parents to buy something from that brand, and 32% in the US say they would buy from the brand themselves (1 in 4 in the UK).

³ NPD - 4,136 children between the ages of 2 and 17

⁴ ‘How kids and Young Teens have raised the stakes for brand loyalty’ research by SuperAwesome, n=1800 7-40 year olds in both the US and UK.

2.

Gaming can improve brand awareness for new brands.

Consider how we worked with a new-to-market brand. Our goal was to drive awareness with tweens and Young Teens on Roblox. We upped the cool factor with a 360° gaming program, leveraging teen creators, YouTube scale, and a splashy Roblox integration with in-game billboards. A branded in-game portal also enabled players to explore the integration right from their favorite Roblox games. In the first 5 weeks, the portal drove 2M visits and 5.4M creator content views.

Brand awareness in a gaming context doesn't just have to happen in-game. In fact, 64% of under-16s watch videos of games they don't play.⁵ Creating authentic connections between your brand and gaming culture drives overall relevance and appeal with young people.

A recent SuperAwesome Gaming campaign increased brand recognition by 20%. After seeing a gaming-related retail ad, **72% of teens** wanted to shop at that retailer, and **64% of teens** wanted to tell their friends or family about the retailer. Additionally, **66% of teens** said they wanted the retailer to come out with more gaming content.

3.

There are many ways to enter the gaming space:

Build brand affinity with game integrations

Game integrations give retail brands the opportunity to authentically integrate IP into existing gaming experiences, granting access to relevant, well-established audiences in popular games. In a recent retail gaming integration, **SuperAwesome integrated a global retailer's flagship store into a popular Roblox lifestyle game. Within an hour after launching, over 100K visitors entered the virtual store** to try on the latest virtual versions from the brand's IRL spring line, play the fashion mini game, head to the photo booth, and so much more.

Utilize dynamic in-game ads

In-game ads enable you to reach your target audience naturally and organically. For example, an in-game billboard adds realism to a digital environment, while simultaneously building positive brand affinities with audiences playing their favorite games. The benefit of this type of integration is that it's a low-touch, high-impact approach to reaching kids, tweens, and teens in gaming environments. **We have access to over 5 billion available impressions over 94 Roblox games and more than 300 apps and console games.**



Partner with influencers to reach young audiences

By using social platforms like TikTok, YouTube, or PopJam, brands can tap into influencer audiences with content relevant to gaming. For example, one SuperAwesome Creators campaign invited influencer ItsFunneh to create youth-safe videos which reached the **#19 trending ranking in YouTube's gaming category, delivering over over 1.2M views!**

Create immersive custom game experiences

Custom games are the most bespoke and immersive gaming experience brands can build. Gamers are transported to an entire digital world surrounded by your brand and your products, and retailers have incredible creative freedom to entertain and engage fans in memorable ways that tie in with a brand's purpose and values. For example, SuperAwesome recently helped [Victoria's Secret & Co.'s Happy Nation brand create its metaverse debut](#) with a Roblox obstacle course game promoting the brand's values of sustainability, collaboration, and giving back.

Amplify your campaigns on YouTube channels gamers love

In addition to actively playing games, over half of young people like to spend time watching their favorite video game streamers on YouTube (58% in the US and 54% in the UK). To connect with these audiences, consider a recent success SuperAwesome had with a leading toy brand. To generate buzz around their Roblox experience, one of the brands we work with executed their media through our AwesomeAds and Kids Social Video solutions, **driving over 12.3M views on YouTube and more than 3M visits to the brand's custom-built Roblox world.**

Use gaming as a content engine

Game environments not only create immersive experiences for the next generation, they also create amazing branded environments for influencer videos. In a recent fashion activation, **SuperAwesome drove 14.8M views** around creator videos recorded in a branded gaming environment, with over 3,290 days of high-quality viewing time in the branded set.

4.

Young audiences are ready to welcome brands into the metaverse.

Young audiences are very receptive to brands in their gaming environments. When a brand is mindful about enhancing the game play experience, **1 in 3 kids** and teens in the US and the UK say seeing a brand doing something really cool in a game would make them ask their parents to buy something from the brand, and **1 in 3** also say they would buy something from the brand themselves.

So how should a brand add value to the gaming experience? From a retail perspective, you can recreate the fun and discoverability of an IRL shopping trip in a digital experience. How can you recreate the joy of your brand, products, and company ethos in an interactive digital environment? **In a recent collaboration with a top retailer, we helped design a virtual version of one of their stores with a fashion show mini-game that drove 14 million outfit try-ons in its Roblox activation.**

For another top apparel brand, we enabled players to collect over **718K branded bags over a 5 week period** that continue to be sported around the digital town to this day. These activations drive perpetual brand relevance and position your brand and products as a status symbol in digital worlds.



5.

Influencers can be leveraged to familiarize gamers with your brand.

89% of US youth & 81% in the UK

say they like seeing influencers advertise products before videos on YouTube.⁶ Though brands often have their own social media presence, it's unlikely to produce engagement on the same level as influencers.

In fact, after watching an influencer video for a retail brand, **88% of young audiences** want to wear the item in the video⁷

76% want to ask their parents to buy the item.

72% would tell their parents about the video - more than any other vertical.

88% would feel positive brand sentiment.



⁶SuperAwesome Bespoke Survey: Understanding Influencers July 2021

⁷SuperAwesome Internal Data

Looking to learn more about the best way for your brand to enter the metaverse?

To start making an impact with kids and teens, [contact SuperAwesome](#) for assistance with navigating the metaverse.

SuperAwesome is committed to championing the highest standards and building a safer internet for the next generation. Combining our expertise in brand and consumer safety, gaming, and young audiences, our solutions empower brands to take a confident leap into the gaming ecosystem and metaverse. SuperAwesome considers best practices to ensure that advertising to them is safe and appropriate. Our industry-leading solutions offer safe digital engagement for brands reaching kids and teens at scale.

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