

The logo for Flaunt, featuring a stylized 'F' icon followed by the word 'FLAUNT' in a bold, sans-serif font.

Flaunt for Roblox

The loyalty and attribution solution for Roblox, powered by Flaunt

101

The Roblox logo, consisting of the word 'ROBLOX' in a bold, sans-serif font with a stylized 'R'.The PepsiCo logo, featuring a globe icon followed by the word 'PEPSICO' in a bold, sans-serif font.The Hilton logo, featuring the word 'Hilton' in a serif font inside a rectangular border.



FLAUNT

ROBLOX

The opportunity for brands on Roblox

It's no secret that Roblox is the most engaging destination for the next generation of consumers. Already at 70.2 million daily active users and 16 billion hours of engagement per quarter (both as of Q3 2023), Roblox's user base continues to grow, diversify, and age up, attracting world-class brands to the platform.

The brands span every major category, including:

- Fashion, beauty, and luxury brands like Vans, Ralph Lauren, e.l.f. Beauty, and Lamborghini
- Entertainment brands like Lionsgate, and entertainers like Paris Hilton and Nicki Minaj
- All of the major pro sports leagues
- Major CPG brands like PepsiCo's bubbly

The problem

The problem brands have historically faced on Roblox is, "How can I drive ROI and attribute the engagement I create on Roblox with my core business?"

Unlike other platforms, Roblox limits the ability for brands and creators to direct users off-platform via direct linking, which makes attribution down the funnel a challenge.

The solution? Loyalty.

FLAUNT

**Flaunt Campaigns, the
loyalty & attribution
solution for Roblox**

Why loyalty & rewards?

Digital loyalty exists to solve this problem, enabling brands to track customer behavior using rewards to incentivize customers to reveal themselves in different contexts and fuel additional participation with the brand.

Introducing Flaunt

Flaunt is a next-generation loyalty cloud that helps enterprise brands build world-class loyalty experiences.

Flaunt Campaigns is a Flaunt product that enables brands to link their core business systems – CRMs, commerce platforms, and loyalty programs – with Roblox to create more compelling experiences and attribution.

How does it work?

- ◆ **Design gamified campaigns** integrated with loyalty programs, CRMs, point-of-sale systems, and/or your commerce platform.
- ◆ **Link participants' customer & Roblox accounts** and gate rewards with other activities like purchases, data collection, and Roblox achievements (e.g. badges or purchased avatar items).
- ◆ **Distribute rewards** like discounts, products, loyalty points, and unique experiences, as well as Roblox integrated rewards like limited-supply UGC avatar items.
- ◆ **Collect and attribute data** through customer acquisition, revenue attribution, enhanced personalization, new advertising segments, and more.

Let's walk through some examples.

FLAUNT



PEPSICO

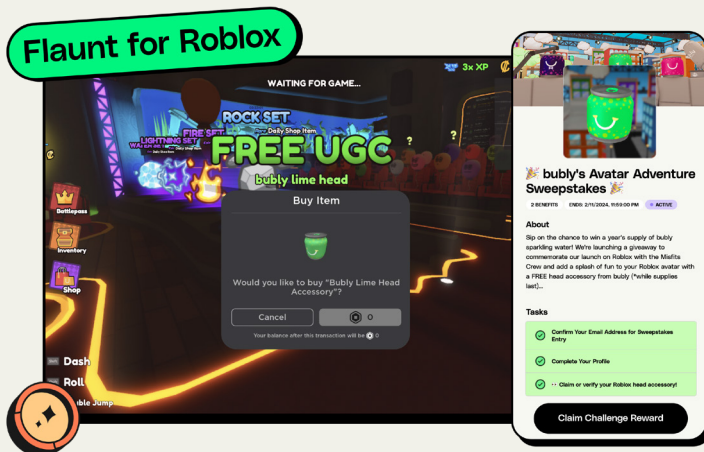
bubly
sparkling water

**PepsiCo's bubly launches
the largest customer
acquisition campaign
ever on Roblox**

PepsiCo & Flaunt team up to add attribution to bubly's Roblox activation

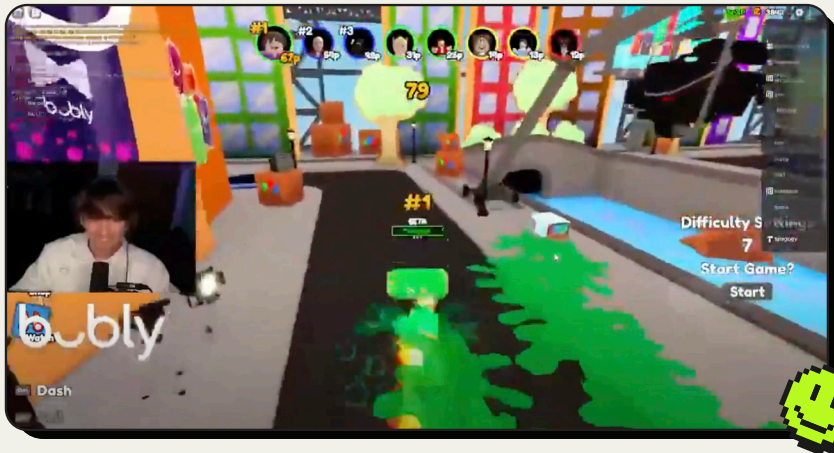
PepsiCo's bubly sparkling water partnered with Flaunt to launch the "Avatar Adventure Sweepstakes," a limited-time giveaway in support of PepsiCo's first launch on Roblox.

With this campaign, bubly became the very first brand to bridge the digital & physical worlds by securely rewarding Roblox engagement with on-and-off-platform rewards.



Paint the town bubly, a limited-time experience on Roblox

bubly sparkling water launched a limited-time experience on Roblox called – Paint the town bubly – a mini game, brought to life within Pixel Playground's persistent Roblox game called “GAMESHOW.” The bubly brand shows up creatively throughout the experience as players morph into the iconic bubly can and roll around to “paint the town” the color of their can.



A first for brands on Roblox: capturing first-party data & gating Roblox items

As part of the campaign, bubly is also giving away a limited number of free UGC head accessories featuring the bubly lime can.

In order to claim the free UGC head accessory, bubly fans are instructed to visit social media platforms in order to find the Flaunt-powered campaign site (bubly.com/roblox) to enter a sweepstakes for free bubly & merchandise, sign up for PepsiCo's loyalty program, and connect their Roblox accounts, after which they are directed back to Roblox to redeem their head accessory.

The limited UGC avatar item serves as the critical incentive to get the target audience off-platform and establish the attribution link.

Terms and conditions apply with age and geographic gating to ensure that the campaign only reaches its target demographic and maintains compliance.

Flaunt's integration with Salesforce Marketing Cloud also enables PepsiCo to personalize future marketing campaigns to known Roblox fans – another first.



FLAUNT

Reflections and early results

PepsiCo's Global Director of Web3 Next Gen DTC, Strategy and Transformation, Kelli McCarthy shared:

"Finding innovative ways to build direct relationships with our customers is a key priority for PepsiCo. We view Roblox as an important channel to introduce our beloved brands to new audiences and spark moments of fun.

We are always looking to create more personalized experiences, and our partnership with Flaunt enables PepsiCo to capture first-party data at scale from Roblox. This is critical to unlocking the insights necessary to fuel future personalization."

Flaunt's CEO and former Roblox product leader, Connor Kelley, shared his perspective on this first-of-its-kind partnership.

"Until now, brands have had no visibility into who was engaging with them on Roblox. With Flaunt, they have a way to capture critical data and attribute ROI back to the world's most engaging gaming platform. We are beyond thrilled to be introducing this capability through our partnership with one of the world's most beloved brands, and in tandem with the amazing folks at Vayner3, Zero Code, and Roblox who played pivotal roles in bringing the full experience to life."

flauntloyalty.com

As of January 3rd, 2024, bubly has given away over 58,700 avatar items as part of the campaign. The activation will remain live through February 11th, 2024. You can access the experience here:



FLAUNT



zer
cOne

FLAUNT



**Lamborghini sells most
exclusive avatar item in
Roblox history thanks
to IRL rewards**

Lamborghini & Flaunt team up to bring phygital commerce on Roblox

Lamborghini and their Roblox agency, Sawhorse Productions, partnered with Flaunt to launch the Lamborghini Golden Bullhead alongside their Lamborghini Lanzador Lab immersive experience.

ULTRA LIMITED GOLDEN BULLHEAD UGC COMING 12/18

PURCHASE OF THIS UGC ITEM UNLOCKS IRL UTILITY A TRIP TO LAMBORGHINI HQ IN ITALY!

SOLD OUT

Golden Bullhead

By [Lamborghini](#)

There is no one currently selling this item.

Price **1,500,000**

Quantity Left: 0/3

Max Per User: 1

Sold In **Lamborghini Lanzador Lab**

Tradable No

Holding Period Yes

Type Hat

Description

BEFORE YOU BUY - This item unlocks IRL rewards from Lamborghini, including an exclusive trip to Lamborghini HQ in Italy!*

*Need to be the announcements channel in Lamborghini's Discord, or Lamborghini's X account & IG stories, to find the link to learn more & verify your purchase. You must be 18 years of age or older to redeem this reward. Travel costs are not included. Additional restrictions apply.

[Show Less](#)

Lamborghini Golden Bullhead: Ultra Limited VIP UGC

ABOUT

What this could experience the cutting-edge design & groundbreaking...
...Lamborghini's Golden Bullhead: Ultra Limited VIP UGC item, which...
...the year & a chance of Lamborghini to verify...
...the Golden Bullhead: Ultra Limited VIP UGC item.

Tasks

- Collect Your Item
- Set on Head Gearset
- Equip accessories of Lamborghini Golden Bullhead

Challenge Reward

UP for at Lamborghini HQ in Italy

The Golden Bullhead – the most expensive item in Roblox history

The Golden Bullhead was an ultra-limited UGC avatar item that sold three exclusive copies for 1,500,000 robux each (the equivalent of roughly ~\$17,000 per sale).

Not only was the item in very limited supply and tied to a premium, aspirational brand like Lamborghini, but it also unlocked a physical experience – a VIP trip to visit Lamborghini HQ in Sant’Agata Bolognese, Italy.

It sold all three copies within 60 minutes of launching.

Unlocking physical commerce on Roblox

Lamborghini advertised the item in the Roblox marketplace with a disclaimer about the physical rewards that the item unlocked on the page, directing buyers to discover the Flaunt-powered campaign site through the brand’s social channels.

Upon arriving at the commerce campaign site, users were asked to:

1. Verify their contact information
2. Fill out the necessary details to fulfill their rewards
3. Verify their Roblox account and ownership of The Golden Bullhead

FLAUNT

This secure checkout process enabled Lamborghini to fulfill their high-stakes phygital commerce experience securely and efficiently without manual overhead or risk of exploitation from eager participants that hadn't purchased the exclusive item.

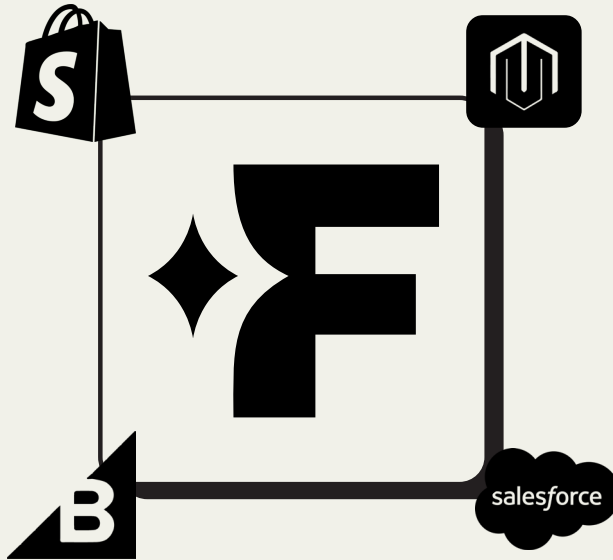
Nic Hill, Co-Founder of Sawhorse Productions, the agency behind the Roblox experience for Lamborghini as well as other leading brands like Walmart, Alo Yoga, and Tommy Hilfiger, said:

“Partnering with Flaunt has unlocked a new dimension and value lever for interactive experiences on Roblox. Brands can now leverage their presence and massive distribution to new audiences on Roblox to turn them from fans into customers and extend their brand experience. This has been a large source of friction in the Roblox ecosystem, and Sawhorse Productions is thrilled to be one of Flaunt’s first partners, creating a first-of-its-kind experience for an iconic brand like Lamborghini.”



flauntloyalty.com

Beyond extremely limited items, this new capability enables brands to sell digital items that unlock physical items at massive quantities and scale by using Flaunt as the connection point between Roblox and their commerce platforms.



FLAUNT

Hilton

**Paris Hilton and Hilton
Hotels launch the
first loyalty program
integration with Roblox**

FLAUNT

Flaunt powers loyalty integration in an iconic partnership between Paris Hilton and Hilton Hotels

Hilton Hotels partnered with 11:11 Media, Paris Hilton's media company, on an iconic activation in her Roblox world, Slivingland (built and produced by Sawhorse Productions).

Flaunt was brought in to connect Hilton Hotel's legendary loyalty program using Flaunt Campaigns to drive more ROI from the campaign.

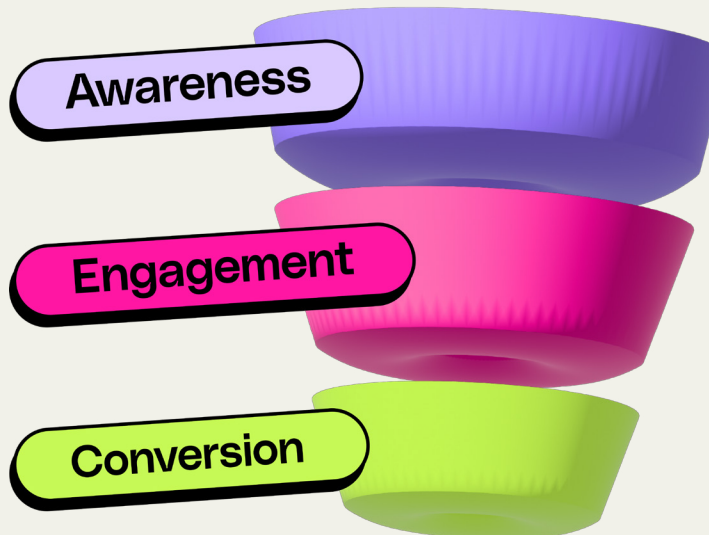
FLAUNT



Hilton

Hilton used Flaunt to make its brand campaign “full funnel”

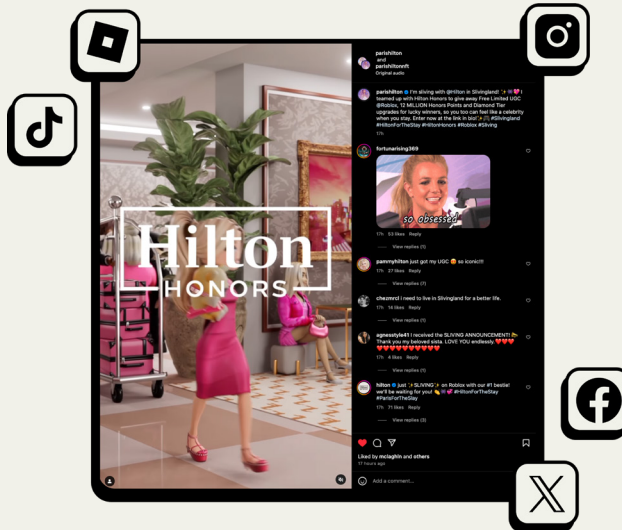
Hilton Hotels and 11:11 Media had a vision to drive more than just awareness and engagement with this partnership. They wanted to capitalize on the engagement to drive conversions into the Hilton Honors loyalty program, which is why they tapped Flaunt.



Awareness

Step #1: Driving awareness with Paris Hilton's fan base

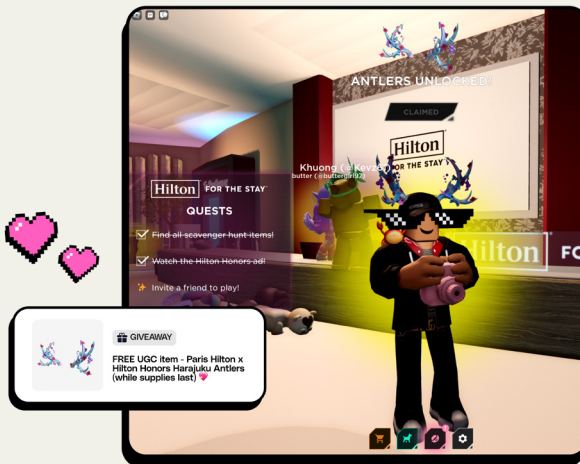
Paris Hilton's millions of followers across channels helped drive significant traffic, awareness and engagement with the campaign.



Engagement

Step #2: Cultivating engagement with a unique, immersive experience

In partnership with the creative visionaries at Sawhorse Productions, Hilton was able to bring their brand to life in an immersive experience, complete with a digital hotel, scavenger hunt, commercial, avatar items and more.



FLAUNT

Conversion

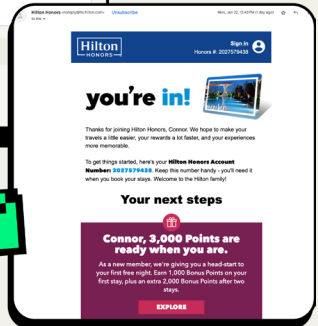
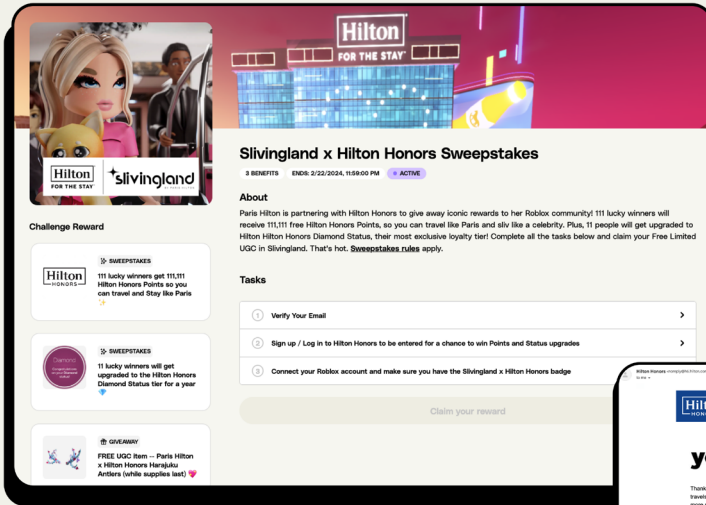
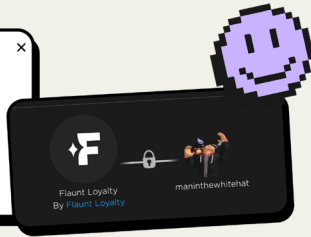
Step #3: Driving true conversions and quantifiable ROI with Flaunt's innovative Campaigns product

Integrating Flaunt with Hilton Honors established the critical link to move customers down the funnel and drive more ROI.

Flaunt's platform validated whether participants have completed the immersive experience and signed up for Hilton Honors, then rewarded them with a limited edition, free avatar item back on Roblox and Hilton Honors points bonuses and tier status.

Upon bringing verified participants into their ecosystem, Hilton Honors can send personalized emails, incentives and content to drive bookings.

flauntloyalty.com



FLAUNT

Using Flaunt for your Roblox activations

Is your brand already on Roblox or are you beginning to plan an activation?

Here are ways you can multiply your return on investment using Flaunt:

1

Customer Acquisition

Design campaigns that offer valuable Roblox avatar items as rewards for submitting data or purchasing products off-platform to drive sales, build direct relationships, and open up opportunities for personalization.



2

Phygital Commerce

Fulfill physical products and experiences alongside digital products like avatar items or in-game experiences using Flaunt's rewards campaigns and integrations with commerce platforms.



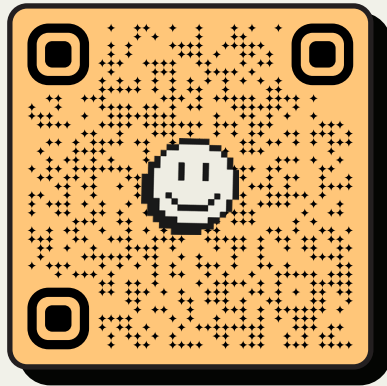
3

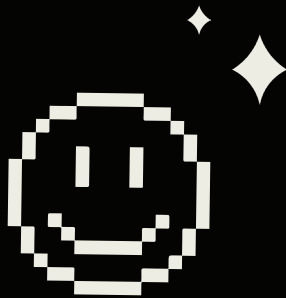
Loyalty program integration

Make Roblox part of your earning and burning mechanisms by rewarding off-platform purchases with on-platform rewards and vice versa, using Flaunt to configure the rewards and challenges with seamless integrations with your existing loyalty program account.



Contact Flaunt to get started with a free consultation on how to integrate rewards campaigns with your Roblox experience.





Get started by reaching out to
contact@flauntloyalty.com