








THE OBJECTIVES

- The campaign set out to **introduce new audiences to the AFL by creating an integrated Roblox experience** that makes the game feel accessible, relevant, and worth exploring.
- The goal was to **build cultural momentum for the AFL among younger Australians**, particularly those who don't currently see the sport as part of their world.
- A **key focus was engaging 18-25s**, who often feel the AFL has little to do with their interests. By bringing the league's stories, energy, and unique "lore" into an interactive environment, the campaign aimed to show what they've been missing and invite them to genuinely **"Get In On It."**



RESULTS

| | | | | | |
|--|---|---|--|--|-------------------------------|
|  | 292,438 Unique Players <small>(87.4% above target)</small> |  | 1,418,048 Impressions <small>(41.8% above target)</small> |  | 157,187 Engagements |
|  | 12,036 Mission Completes |  | 8.3 MINUTES Average Engagement Time | | |

EXTRA METRICS

- **47,484 unique players** tried on the jerseys.
- Players equipped the jerseys a total of **67,135 times**.
- The most popular jersey belonged to **Collingwood Football Club**, with **11,985 uses**.

TRAILER



 ReachPlayers



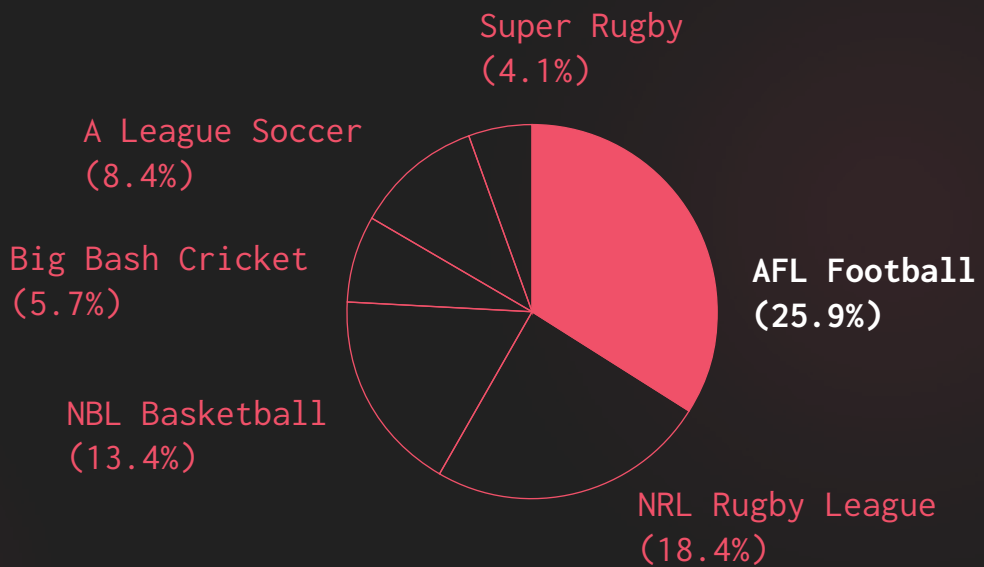
CASE STUDY

2000 participants, with a 42% Female/ 58% Male gender split answered our survey.

The survey was performed twice, before the game integration and after the game integration.

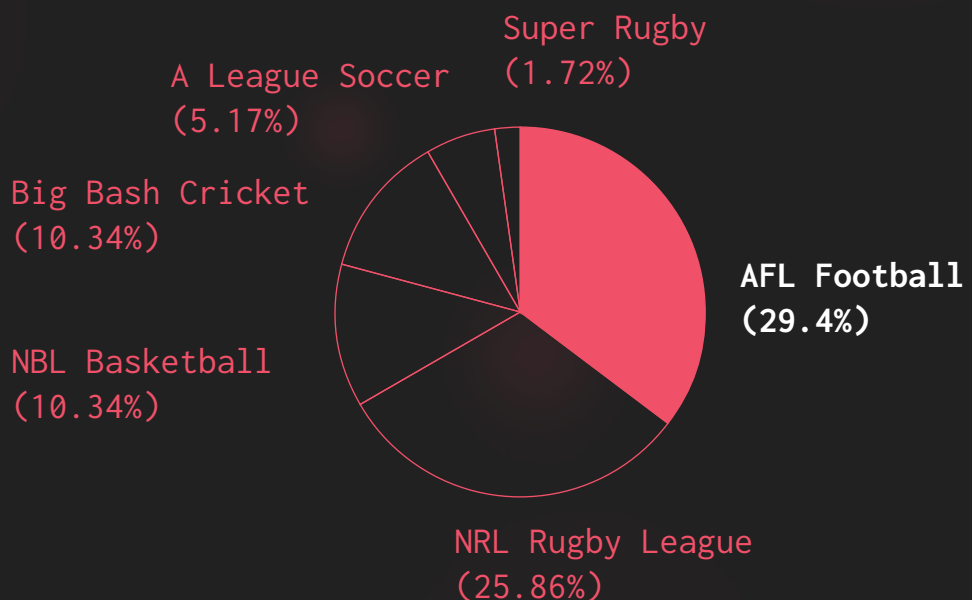
WHICH OF THESE SPORTING EVENTS WOULD YOU CONSIDER WATCHING OR ATTENDING? (MULTIPLE CHOICE QUESTION)

BEFORE



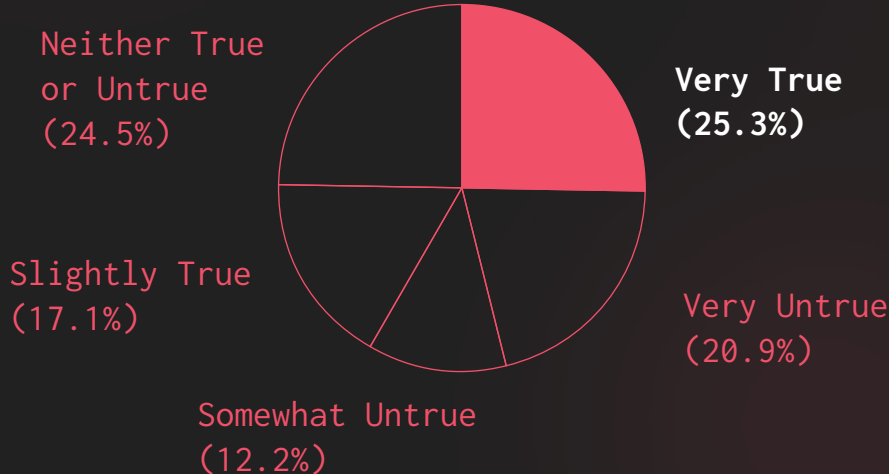
AFTER

↑ 3.5 Points Increase



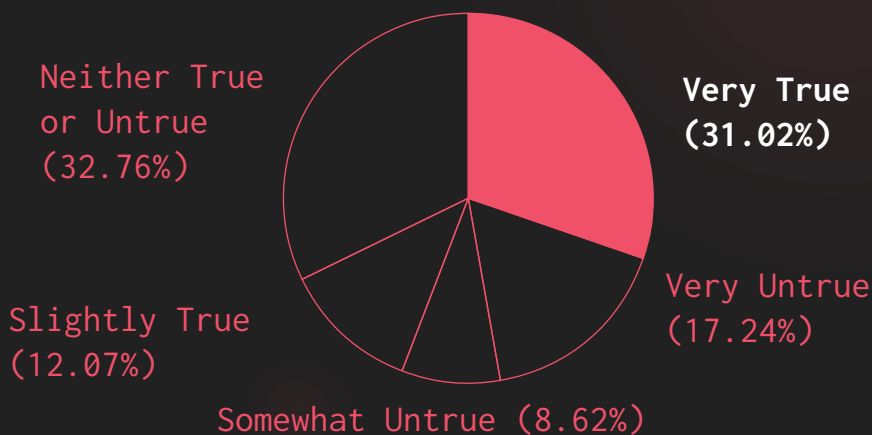
HOW TRUE IS THE STATEMENT "THE AFL IS A BRAND FOR PEOPLE LIKE ME"?

BEFORE



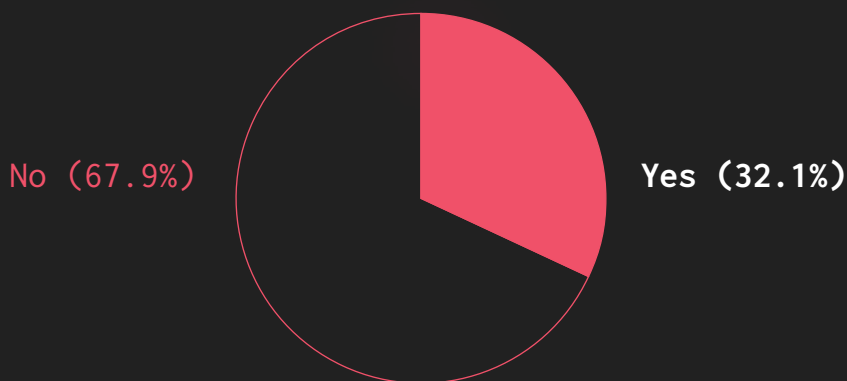
AFTER

↑ 5.72 Points Increase



HAVE YOU SEEN AN AD FOR THE AFL ON ROBLOX RECENTLY?

BEFORE



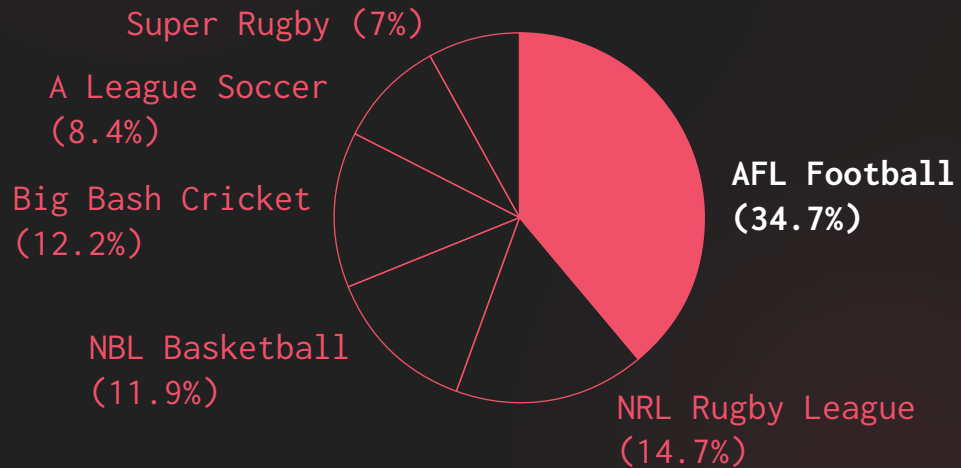
AFTER

↑ 7.56 Points Increase



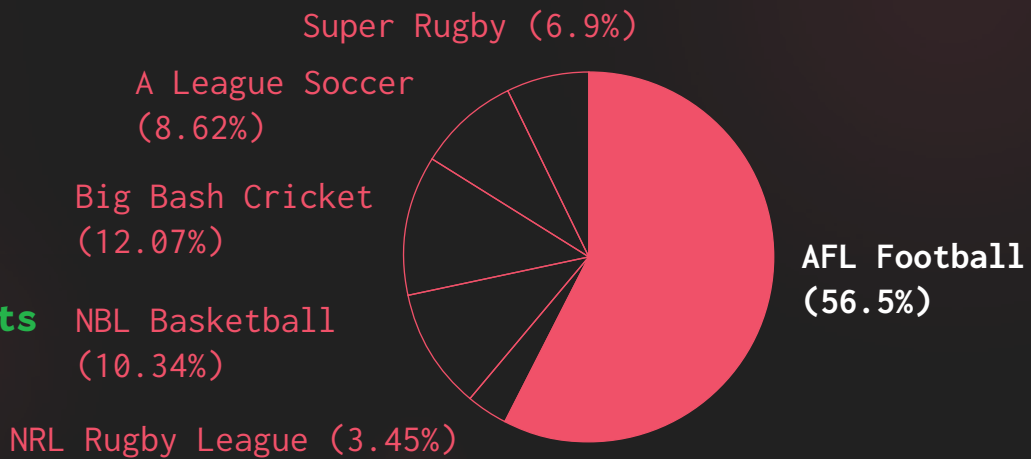
WHICH OF THESE BRANDS DO YOU ASSOCIATE WITH THE PHRASE "GET IN ON IT"?

BEFORE



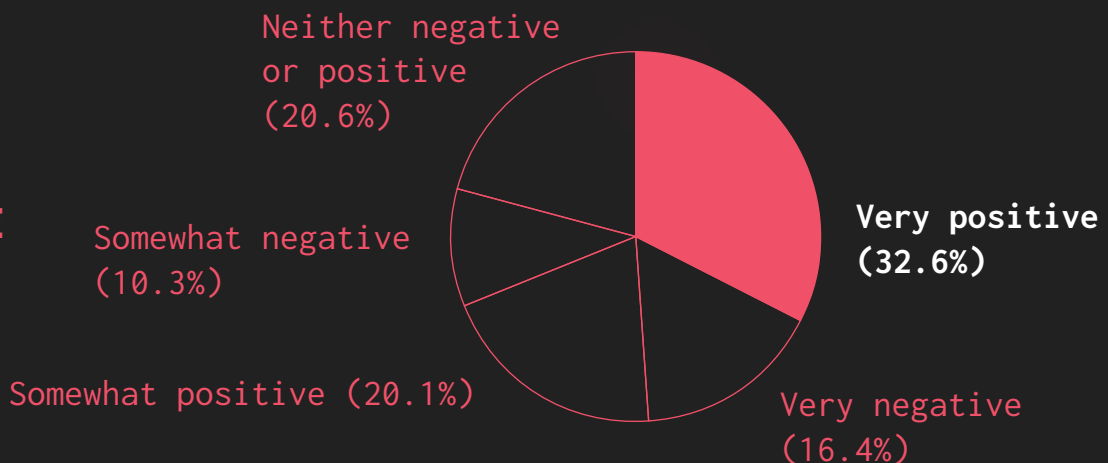
AFTER

↑ 21.8 Points Increase



HOW DO YOU FEEL ABOUT THE AFL?

BEFORE



AFTER

↑ 12.3 Points Increase

