

THE BRIEF

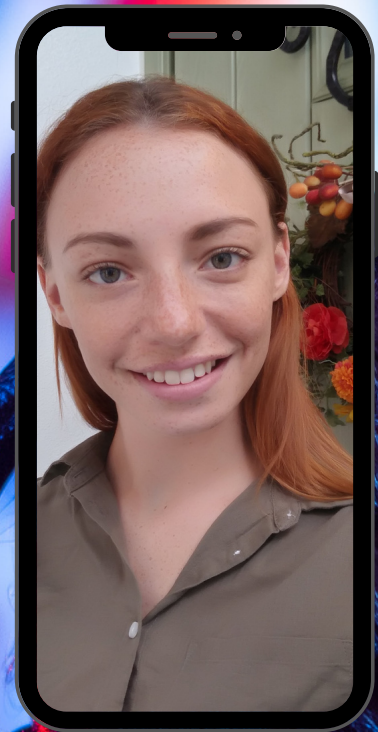
Roblox, an online gaming platform, was curious to understand how the pandemic was impacting digital relationships and their "play together" mission to create a space where people can be themselves.

THE OBJECTIVE

To better serve their customers through understanding how player rituals and routines have shifted during physical distancing measures.

THE SOLUTION

Working with Reach3 Insights, Roblox leverages its brand affinity to recruit ~3,000 of its Twitter followers to participate in a chat. Players have the ability to share feedback in a variety of ways (including video) while exploring the evolution of their online friendships.



KEY RESULTS

- ➔ Stronger community relationships:**
regular, ongoing conversations allowed players to feel listened to and appreciated
- ➔ Safer gaming spaces:**
players shared how Roblox is a safe space while sharing ways the experience could be further improved
- ➔ Enhanced events & features:**
a deeper understanding of player behaviors allowed Roblox to better meet the need of its gamers during COVID-19

TESTIMONIAL

"Reach3 powered by Rival made it possible for us to collect rigorous quantitative data and compelling video testimonials in one learning stream."

-Maria Silvanskaya, former Director of Marketing

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