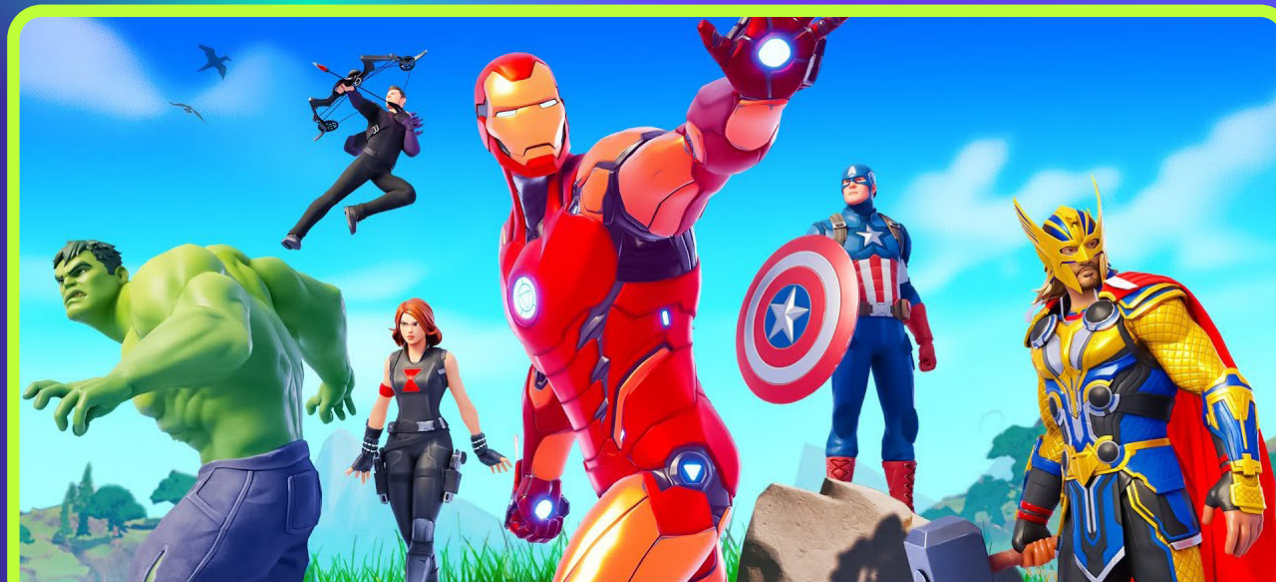


GEEIQ

geek noun \ 'gēk \



Media & Entertainment brands in gaming 2025

Foreword

Charles Hambro

Charles Hambro,
CEO & Co-Founder



In 2024, we witnessed a fundamental shift. **Virtual world activations are no longer experimental.** They are **strategic**. The brands leading this space are those that have moved beyond testing and are now **embedding virtual world strategies into their full marketing funnel**.

Our **latest Competitor Analysis tool** tracks **how different industries are evolving in gaming and virtual worlds**. From **NASCAR's** dominance in Automotive integrations to **adidas** leading in fashion, we can now pinpoint **which brands are most active, how they are activating, and which platforms are driving the highest returns**.

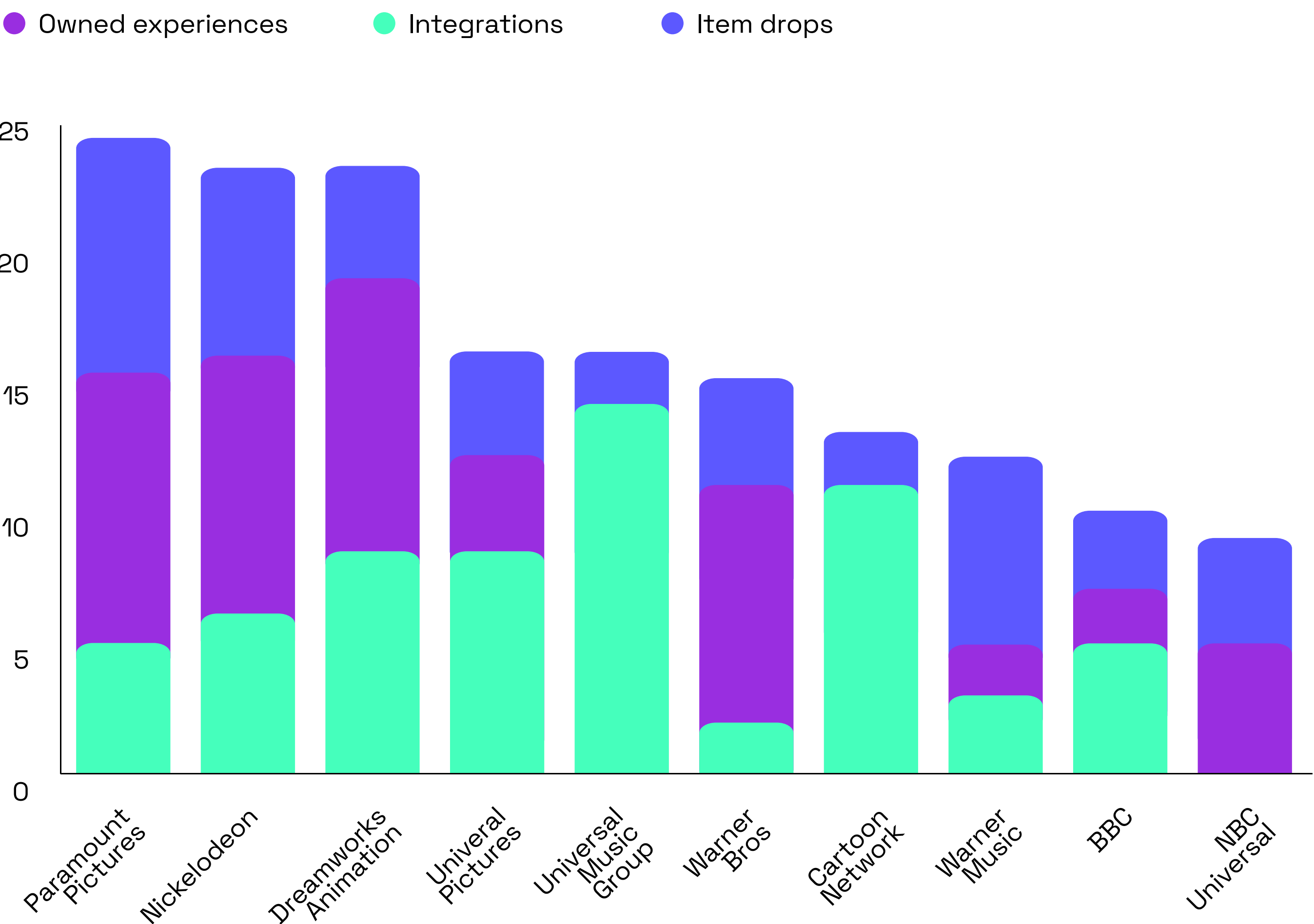
The data is clear. **Gaming has become a battleground for brand engagement**. Some industries, like Media & Entertainment, have surged, **growing 73% YoY** as they lean into new forms of audience interaction. Others, like Fashion & Apparel, are adapting by creating virtual shops and items. Meanwhile, Food & Drink brands continue to refine their activations, with leaders like **McDonald's** demonstrating the value of **consistent engagement across multiple platforms**.

This shift is not just about presence. **It is about precision. Activations are becoming more data-driven, integrated, and measurable** than ever before. Whether through item drops, immersive experiences, or platform native integrations, **brands are coalescing around a smaller number of high impact virtual worlds that deliver real marketing results**.

As the industry continues to evolve, GEEIQ remains at the forefront, providing the tools and insights to help brands stay ahead of the competition. **Our Competitor Analysis feature is the next step in this journey, giving brands the intelligence they need not just to participate in virtual worlds, but to lead them.**

Brand breakdown

Top 10 most active brands



Most active brand

445

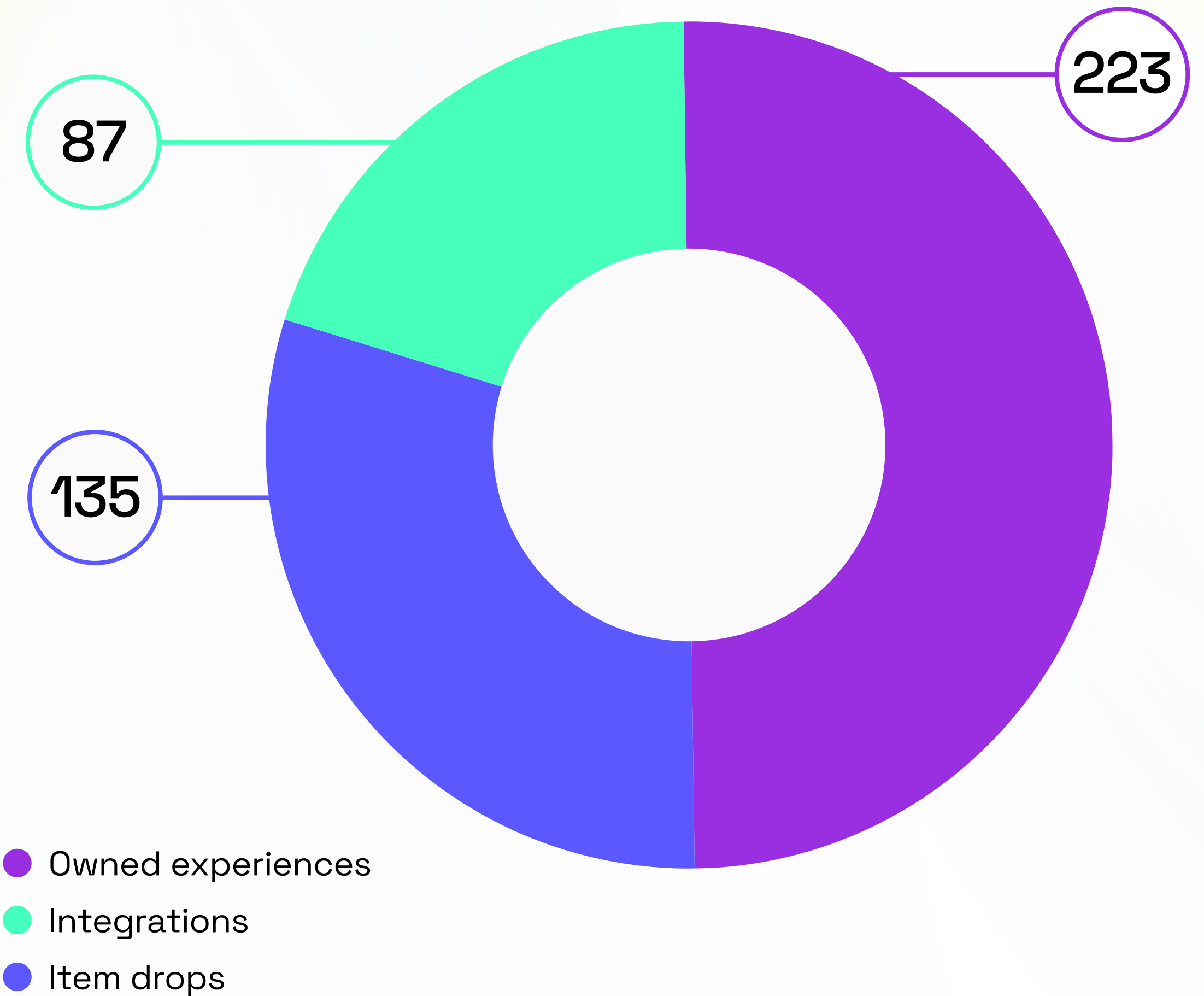
Total activations

+73%

industry growth 2023 vs. 2024

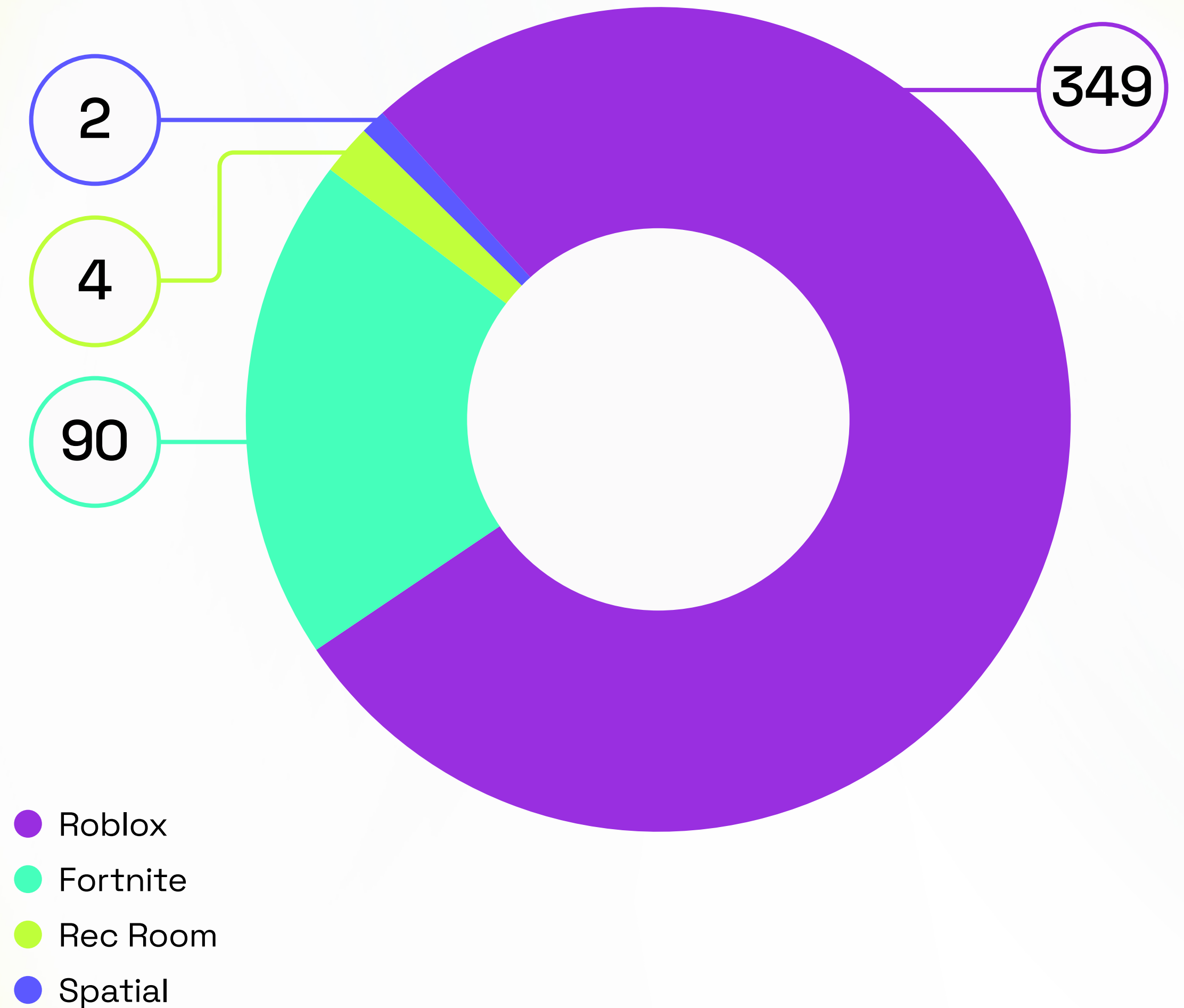
Strategy breakdown

Media & Entertainment brands primarily launch owned experiences paired with item drops.



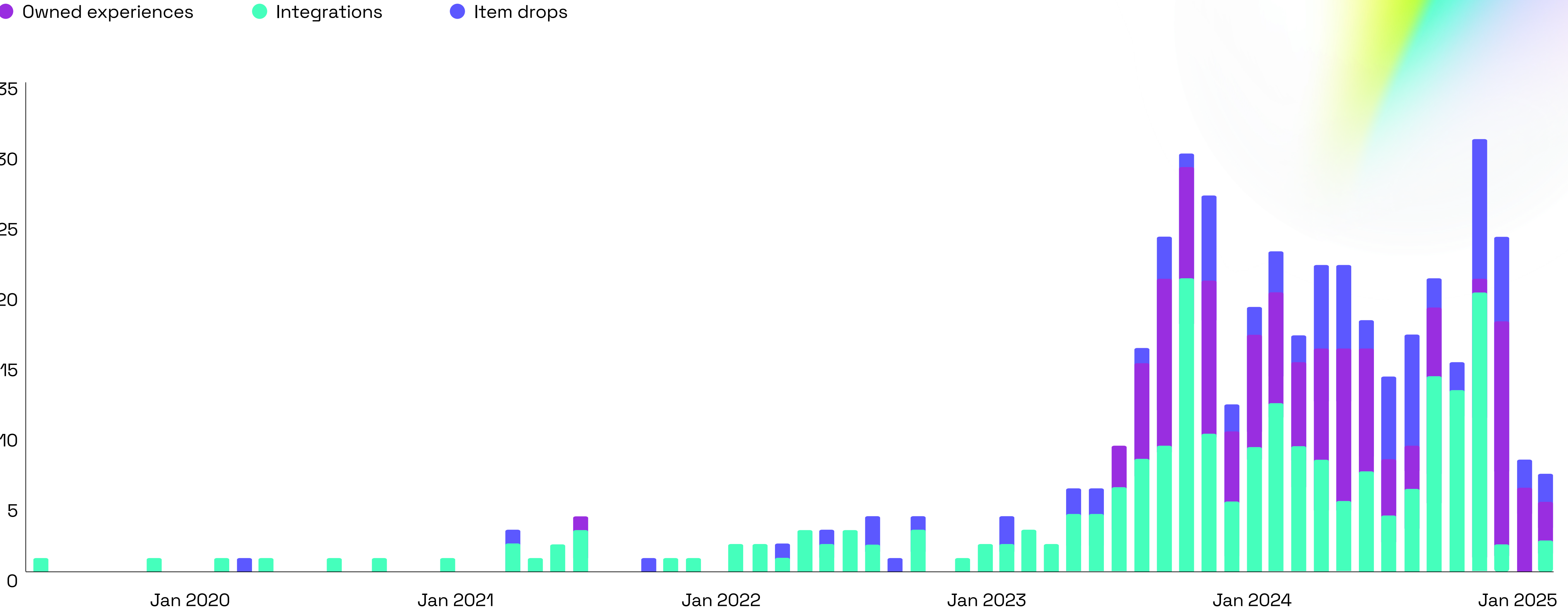
Platform breakdown

These brands favor Roblox for its world-building flexibility, while Fortnite is used to target older, male audiences with activations like TMNT.



When did brands activate?

Media & Entertainment brands have steadily increased their virtual world activations since 2023, surpassing Fashion & Apparel by the end of that year. With more production companies and musicians entering the space, this growth is set to continue.



Media & Entertainment businesses are not seeing virtual worlds as competition anymore. They're an **extension of the story and new marketing mediums**. Places like Roblox and Fortnite are **where fans are hanging out, discovering music, movies, and characters**. It's become a natural way to **deepen engagement** and **meet new audiences** where they already are, ultimately building **more fandom and loyalty** to their brand.



Megan Cheong

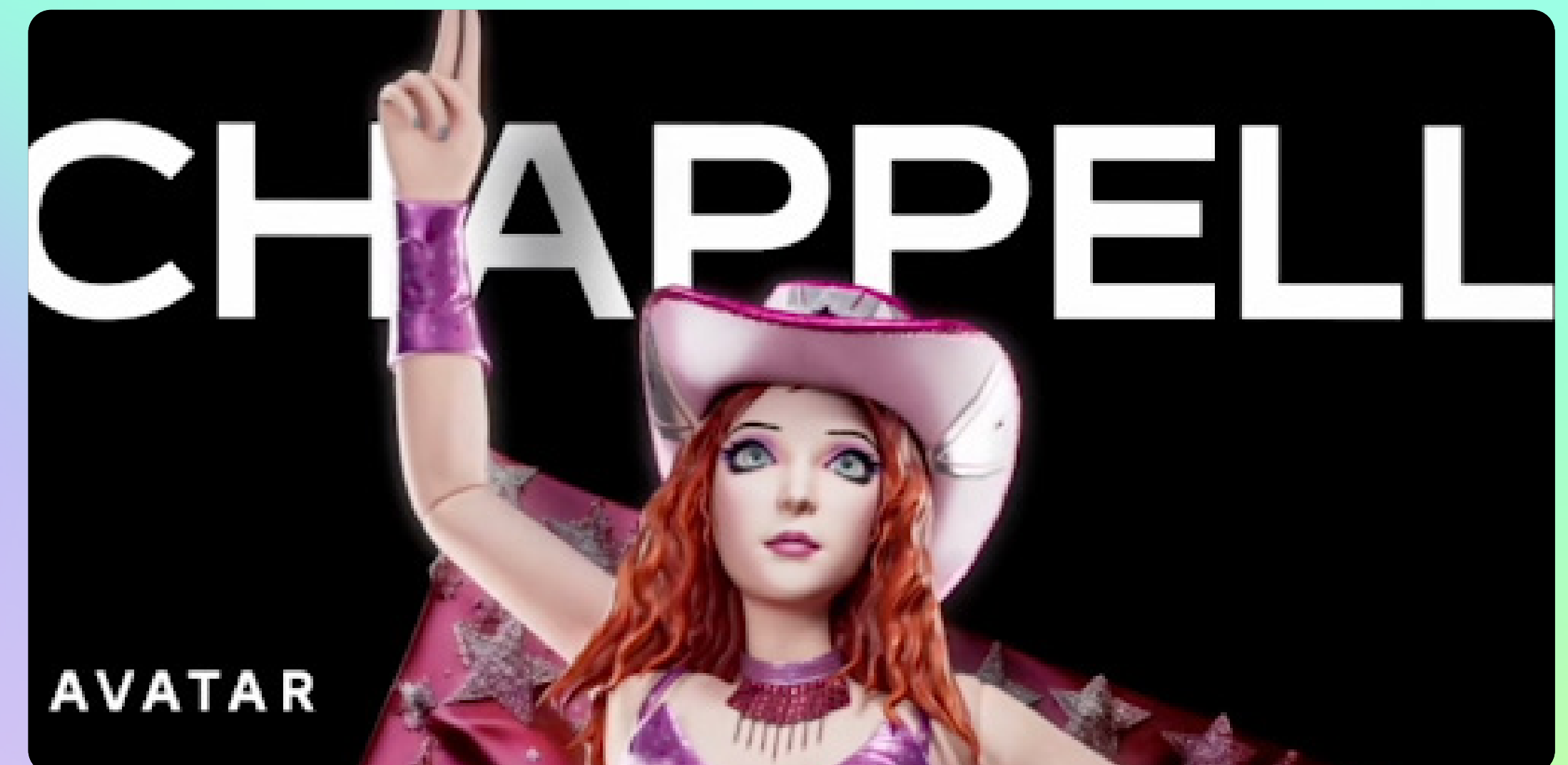
Account Director

Ralph Lauren, H&M, Sam's Club

PARAMOUNT PICTURES ON FORTNITE



CHAPPELL ROAN ON ROBLOX



Industry highlight: Nickelodeon

SpongeBob SquarePants has remained a cultural staple for over 20 years, and **Nickelodeon is keeping the franchise relevant through cross-platform virtual activations.**

In **December**, Nickelodeon launched **four SpongeBob themed Fortnite experiences**, including **Bikini Bottom Prop Hunt**. The result? The brand become one of the **top five most popular branded experiences that month**, peaking at **8.4k active players** and maintaining **1.9k average active players** over three weeks.

On **Roblox**, **SpongeBob Tower Defense** has proven just as successful, amassing **312m visits** since its launch in **December 2024**, **2.23m average daily visits**, and a **98.4% approval rating**. It is now the eighth most visited brand-owned experience on Roblox of all time.

By leveraging multiple platforms, Nickelodeon is **ensuring SpongeBob remains engaging** for new generations, proving how **iconic IPs can evolve through virtual experiences.**

SPONGEBOB SQUAREPANTS ON ROBLOX



SPONGEBOB SQUAREPANTS ON FORTNITE



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