GEEIQ X [11111 MEDIA]

Paris Hilton on Roblox

The opportunity for brands

Table of contents

What we'll cover

GEEIQ

What is Roblox?

Roblox is an evolution of social media.

To some, it's the metaverse. To brand marketers, it's a communication vertical that provides a style of engagement which is **more immersive than any other channel** currently in their toolkit.

And there's no sign of this slowing. **Roblox is the undisputed leader in this space.** It captured Gen Z's attention for more minutes per day than TikTok did in 2023.

For brand marketers that want the secret to unlocking engagement and loyalty on this platform, one IP is leading the way.

* The State of Virtual Brand Experiences, 2023 - GEEIQ

Meet the Queen of the Metaverse.

Paris Hilton can't be defined.

TV star, philanthropist, pop culture icon, advocate, DJ, artist, author, entrepreneur, mother, investor and business mogul: these are just some of the ways to describe her.

She's also a futurist. An undercover nerd. A secret gamer. And "Queen of the Metaverse". **Since 2021, Paris Hilton has launched two Roblox worlds, introduced new brands to the platform, and shaped the future of immersive marketing campaigns** with pioneering partners.

In this report, GEEIQ are diving into Paris Hilton's journey in Roblox, why it's central to her wider virtual strategy, and **how she's rewriting the playbook on what Roblox means for marketers everywhere**.

GEEIQ

"

I set trends, I don't follow them. I've been thinking about the metaverse before there was even a name for it. Years ago, I imagined a virtual world called "Paris World" where people could be their own avatars, listen to me DJ and hang out together. The world has finally caught up with me.

- Paris Hilton

GEEIQ

Paris World

Paris World was Paris Hilton's first experience in Roblox. It gave players the opportunity to win Paris-themed digital wearables, accessorize and dress their pets, customize avatars, take selfies, and walk Paris' Catwalk.

In a period when brands were only beginning to recognize the value of Roblox as a marketing tool, Paris World pioneered collaborations with Levi's and Urban Decay, the latter being L'Oréal Group's first metaverse and gaming activation. The success of L'Oréal Group's activation, which is a GEEIQ subscriber, spurred numerous activations on Roblox across its portfolio of Personal Care & Cosmetic brands.

GEEIQ

Paris World timeline

December 2021

Paris Hilton hosts an epic New Years Eve virtual party and plays a DJ set for fans

April 2021

Levi's Neon Carnival pops up in Paris World, welcoming 360,000 visitors

October 2022

Urban Decay takes over Halloween, with avatar makeup and themed rooms

December 2022

Love Rush, Paris' 29th perfume, creates a first ever 'metaverse fragrance signing' event and mini-game

GEEIQ

Slivingland

Slivingland was the next phase in Hilton's Roblox strategy. Launched in 2023, this experience is richer, more expansive, and offers more fertile ground for brand collaboration. It's an **evergreen hub for Paris fans** across music, entertainment, fashion, pets and more.

If Paris World led the way in how brands can drive awareness, **Slivingland is helping to shape the future of full-funnel brand activations on the platform**. Later in this report we'll deep dive into the new Roblox playbook, showing how 11:11 Media and Paris leveraged their partnership with Hilton Hotels to build a ground-breaking bottom-of-funnel loyalty campaign within the virtual world.

Slivingland timeline

| August 2023 | September 2023 | October 2023 | January 2024 |

Paris launches her newest virtual world, *Slivingland*

The iHeartland: Music Tycoon collab, portal and UGC go live
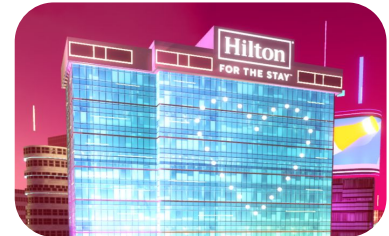
Fans celebrate Paris' favorite holiday with a scavenger hunt and a UGC drop that crushes previous CCU records

The Hilton Honors campaign in Slivingland kicks off

GEEIQ

PORTAL TO
iHeart LAND

This collab extended 11:11 Media's partnership with iHeartRadio.
To claim a free avatar wearable, players had to visit iHeartland,
complete a Paris-themed quest, and listen to clips of of her iHeart
podcast, "The History of the World's Greatest Nightclubs" inside the
Podcast Lounge in Slivingland.

The number of brands on Roblox has exploded.

With more than **70 million** daily active users (DAU), Roblox is fast becoming one of *the* social platforms for brands who want to get noticed by the next generation.

New brand activations on Roblox Q1 2021 - Q4 2023

Paris World
Q4 2021

Slivingland
Q3 2023
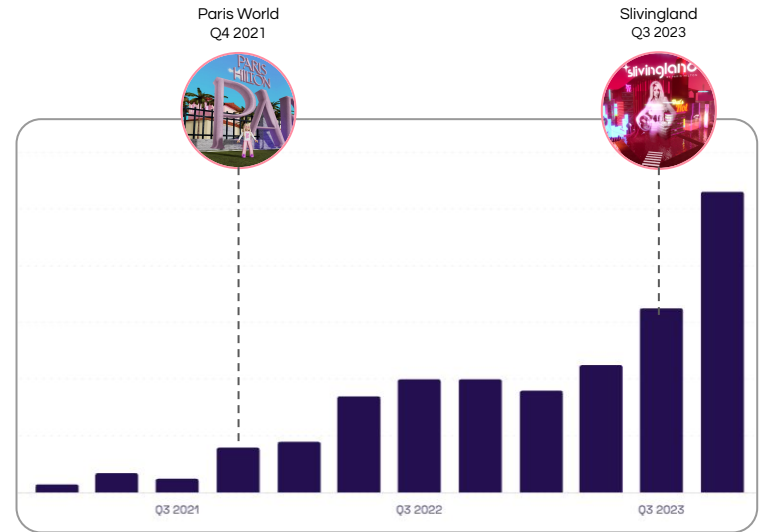
GEEIQ, Brand Activation Tracker - January 2024

GEEIQ

Paris World in 2021 marked Hilton's first foray into Roblox. True to form, she was one of the first movers in this space.

In the real world, that's a mere three years ago. But when it comes to the short history of brands in virtual worlds such as Roblox, it's more like a lifetime.

By the end of **Q4 2021**, the quarter in which Paris World launched, GEEIQ observed **38 brand owned experiences** on Roblox.

In those three months, Paris Hilton was one of just **16 brands or notable individuals with high value intellectual property (IP)** to launch an experience on Roblox, according to GEEIQ data. This was the highest number of brands to activate in a single quarter at the time.

According to GEEIQ data, there have been over 400 brands on Roblox to date. And in **Q4 2023**, there were over **100 new brand activations** on the platform.

400

brands and counting have activated on Roblox to date

GEEIQ

What brands activate on Roblox right <u>now</u>?

Beauty. Fashion. Luxury. Toys. Celebrity. Skincare. Cars. Movies. Entertainment. Travel. Retail. Makeup. Apparel. Sports. Music. Food & drink. Hotels. etc.

GEEIQ

What brands <u>should</u> be on Roblox in the future?

Banks. Insurers. Financial institutions. Tax. Auto. Airlines. Software. Payments. Pets. Education. Tourism. Energy. Utilities. Healthcare. Wellness. etc.

GEEIQ

Beauty and fashion brands were first movers on Roblox.

Their early domination of Roblox branded experiences makes perfect sense: these types of brands *are* culture. They launch products in rapid cycles, shape trends from season to season and always have their finger on the pulse of what their customers want.

Paris' *Slivingland* is a peek to a new future: the next wave of brands on Roblox will come from surprising sectors and the unlikeliest of industries.

They could be disruptors building new business models. Industry giants reinventing themselves for a new generation. Or household brand names expanding loyalty programs to tens of millions of young gamers, who are their future customers.

Why can't the next hit game be from a traditional bank?
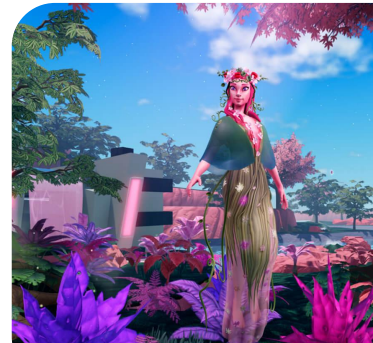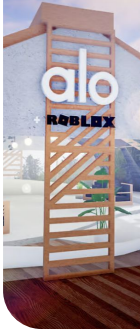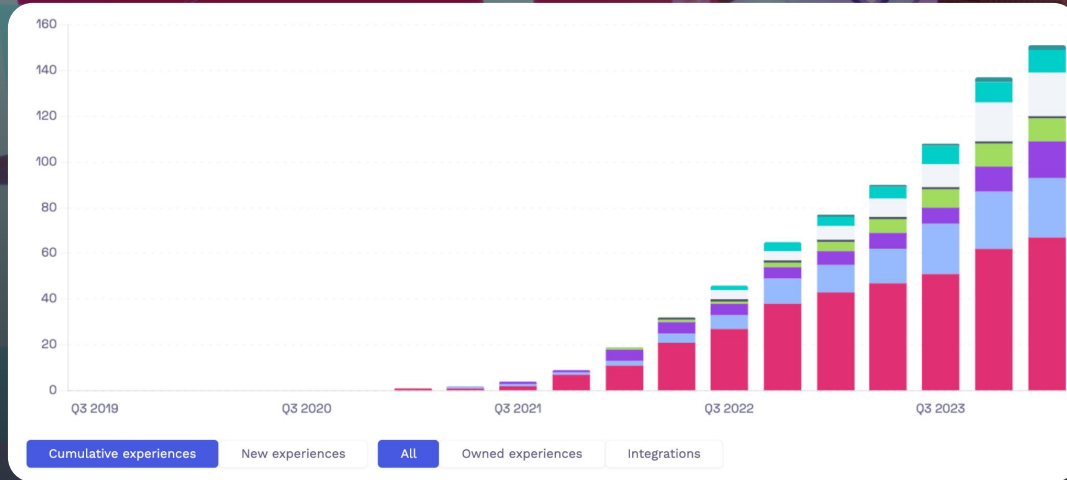
Put simply.

Any brand that wants to **future-proof** its customer base, build cultural **relevance,** and find new ways to **engage** fans, consumers and audiences…

…needs to take Roblox seriously.

GEEIQ

Growth verticals on Roblox

Cumulative growth of brand activations from key industries on Roblox*

🟥	Fashion & Apparel
🟪	Automotive
🟩	Financial
🟦	Leisure, Travel & Tourism
🟦	Internet Apps
🟦	Aviation
⬛	Insurance
⬜	Charity & Non-Profit Org

There are different ways for brands to activate on Roblox.

→

GEEIQ

How brands activate

An increasingly popular way for brands to dip their toe into Roblox is through integrations.

An "integration" means a brand takes over an existing Roblox experience for a time-limited campaign.

Think of it like a pop-up: Roblox players entering their favorite game might see that brand's logo, play a branded game or complete a challenge, or get an opportunity to buy and wear branded virtual 'merch' for their avatar. Usually, these integrations are strategic ways to launch new products, films, albums or celebrate important moments, like an anniversary or a music tour.

It's a win-win for everyone: brands benefit from a built-in audience. The game gets new content to delight fans. Roblox players get a chance to play something new and collect coveted wearables.

Cumulative brand integrations on Roblox, Q1 2021 - Q1 2024
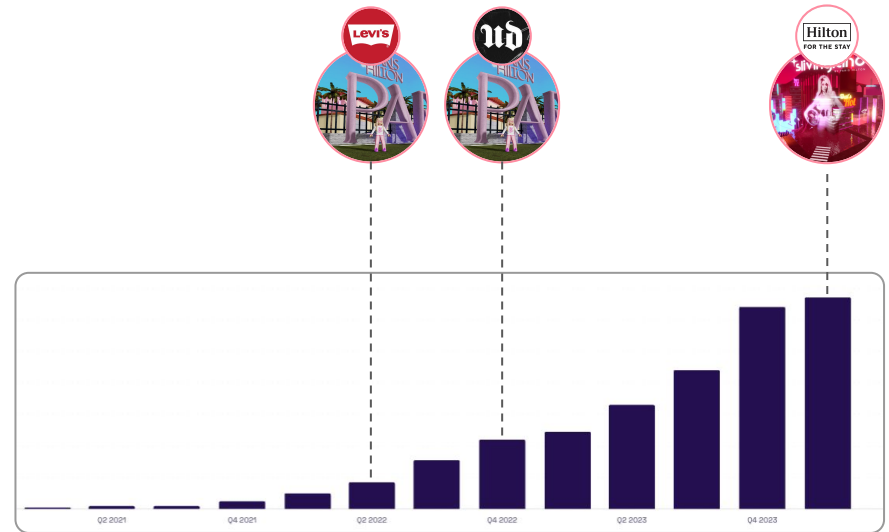
GEEIQ, Brand Activation Tracker - January 2024

GEEIQ

Integrations are on the rise.

According to GEEIQ's calculations, brand integrations in Roblox increased **110% YoY in 2023**. Currently, they're growing at a faster rate than standalone brand owned experiences, like Slivingland, Walmart Discovered, or H&M's Loooptopia.

There are advantages to both routes. Building an experience is like setting up an Instagram account; the brand is starting from scratch.

Integrating into an existing experience is like hiring an influencer to promote your brand. It's time limited marketing across one or two posts.

101%

YOY growth of brand integrations on Roblox in 2024

GEEIQ

Integrations are on the rise.

Take Vans. It chose to create Vans World in Q3 2021 to build an experience it could brand and own end-to-end, treating it as an evergreen game it continually refreshed with new updates and challenges. Levi's, on the other hand, chose to integrate into Paris World in Q2 2022, in order to maximize and amplify its sponsorship of the real life Coachella Neon Carnival.

Integrations lower the barrier to entry for brands entering Roblox for the first time. It offers low-risk, and often high-impact play.

With Paris Hilton's Roblox experiences, brands like Levi's and Urban Decay have been able to tap into Hilton's vast social media following and global fandom.

GEEIQ

If you don't have a
Roblox strategy soon,
your competitor will.

GEEIQ

So build your game
plan by learning from
Paris Hilton's success.

GEEIQ

Let's deep dive into *Slivingland,* Paris's newest Roblox world.

→

GEEIQ

An overview

Two years after Paris World launched 2021, 11:11 Media launched Slivingland. It marked the next bold chapter in Paris Hilton's Roblox story.

Innovative in both strategy and execution, this represented 11:11's first metaverse-native IP; Roblox was the first place her new lifestyle brand, *Sliving*, appeared.

As of February 2024, it's had over 3.4 million visitors, more than Paris World, which is nearly two years older.

A **TikTok** by Paris promoting Slivingland was viewed over 8 million times.

Paris World vs Slivingland total visits, January 2024
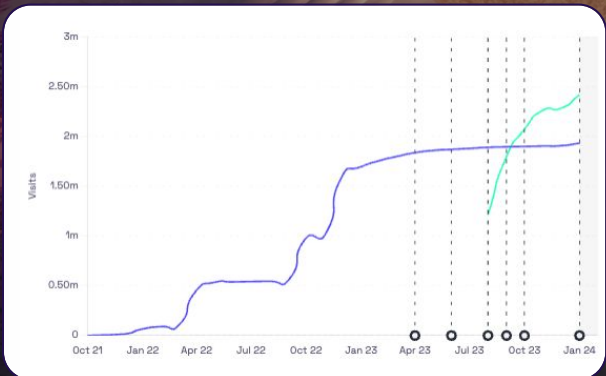
GEEIQ platform Private Data Dashboard, 11:11 Media, January 2024

GEEIQ

Virtual self-expression

Slivingland is designed as an **evergreen entertainment hub** for Paris fans around the world. Fashion, of course, is a central feature of the experience. **Avatar customization and self-expression is key to Roblox's brand success** and it's important to Paris' community too.

As the **Queen of Y2K**, Paris has released a number of **coveted digital wearables** on Roblox, some branded with her own IP, some Y2K themed, and others in collaboration with brand partners like iHeartRadio and Hilton Honors.

Some Roblox UGC items, which are often obtained upon completing challenges or quests, are very limited in quantity and can be sold on the secondary market by players, sometimes for a profit.

Slivingland Wearables

Paris Hilton x iHeartland Halo
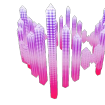
Pink DJ Headphones

Lavender Shield Sunglasses

Hilton Honors x Slivingland Antlers

White & Pink Animal Hood

Pink Sliving Bodysuit

"**Slivingland is about uniting my global fanbase** in a realm of fashion, fun and friendship."
- Paris Hilton

GEEIQ

Hot press buzz

Paris Hilton's Slivingland launch in August 2023 drove a staggering **$60M in earned media ad equivalency**, which is 2.6% of Roblox's total earned media in 2023, according to Cision. This is all the more impressive considering over 400 brands have activated on Roblox.

$60M

**Total Ad Equivalency
for Slivingland's launch** *

* Source: Cision report, 2023

GEEIQ
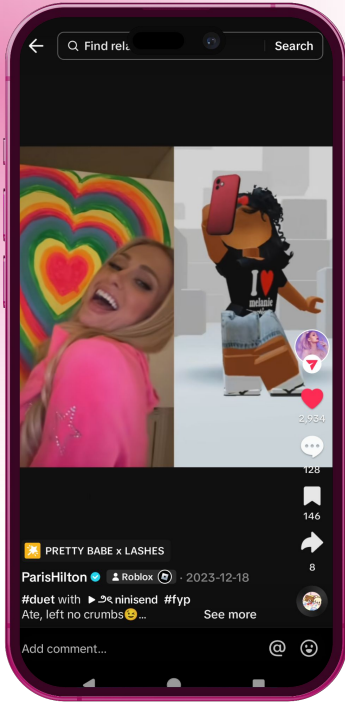
Trending content

TikTok gaming content drives world visits, digital purchases and discoverability on Roblox. Add in Paris' fan following of millions, and it's an awareness flywheel that spins faster and faster.

Slivingland's first emotes (a unique animated move for an avatar), trended on TikTok, with Hilton duetting with Roblox players and sending social engagement soaring. **Paris sold nearly half a million emotes in a two month period** at the end of 2023, driven by a loyal community that made her "Sliving for the groove" dance go viral.

GEEIQ

Paris' community is more engaged

Average session time and minutes spent in Slivingland is longer than experiences by comparable brands across fashion, retail and celebrity - all of which have higher total visits than Slivingland.

It's pretty clear that Paris' Roblox community is not only loyal, but it's engaged. Paris fans stay and continue playing.

That's testament to her pioneering activations in gaming, web3 and the wider metaverse. Now, she's using Roblox to take engagement one step further.

Avg. mins spent per Daily Active User (DAU)*,
January 2024

		Total Visits
+11 mins	Slivingland	+3m
+9 mins	Celebrity	+20m
+8 mins	Retail	+10m
+4 mins	Fashion	+35m

Avg. mins spent per Session,
January 2024

+7.3 mins	Slivingland
+7.1 mins	Celebrity
+5 mins	Retail
+3 mins	Fashion

*GEEIQ, 2024

GEEIQ

# Unpacking an innovative loyalty case study: the 11:11 Media and Hilton Honors collaboration

→

GEEIQ

Two iconic Hilton brands.

On January 22nd, 2024, Hilton Hotels expanded its partnership with Paris Hilton and 11:11 Media by entering Roblox for the first time, marking its first ever gaming activation. This was an extension of its global "Hilton. For The Stay" campaign, which Paris herself starred in.

GEEIQ
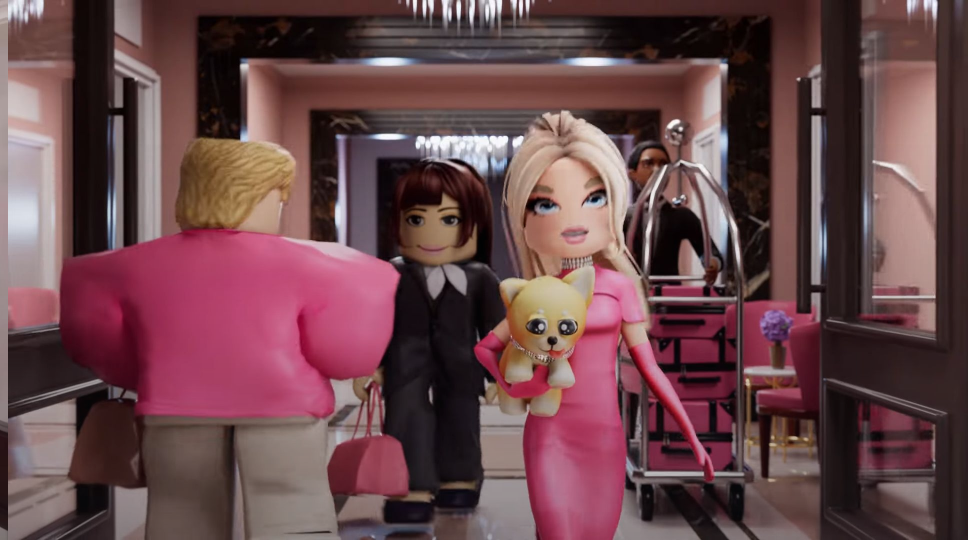
A game-changing first for hospitality.

The Slivingland x Hilton Honors campaign included these key components:

A metaverse commercial

A faithful shot-by-shot recreation of the latest Hilton Honors commercial, with Roblox avatars in a 3D environment.

Roblox's new ad offering

Leveraging Roblox's Video Ads beta, which rolled out in Q4 2023, by showing the commercial across the wider ecosystem.

A branded mini-game

Players raced around a hotel inside Slivingland, hunting for cute Hilton branded items, such as suitcases and Sliving robes

Play linked to loyalty perks

Rewarding play with real perks for the first time ever, Hilton gave away free Honors Points—exclusively to Slivingland gamers.

GEEIQ

How the campaign worked

By completing a set of on-and-off platform tasks, **players could claim a free Limited UGC in Slivingland and enter to win real-life giveaways**. 111 lucky winners will receive 111,111 free Hilton Honors Points to spend on stays, while 11 people will be upgraded to Hilton Honors Diamond Status for one year, its most exclusive loyalty tier.

This activation is **pushing the boundaries of traditional loyalty programs, moving from rewarding spend to rewarding engagement.** Instead of accruing points based on number of nights stayed, or the type of property, Hilton is rewarding Gen Z in a space they are native to and spend hours in, while driving their digital self-expression with something they already care about: Paris Hilton UGC.

Paris' Roblox avatar wears the Hilton Honors x Slivingland Harajuku Antlers UGC, the wearable reward in this campaign

GEEIQ

Only users who played the Hilton Honors quest in Slivingland could take part in the rewards giveaway, creating a direct link between play and perks.

Engage within Roblox

1. Complete the scavenger hunt mini-game to earn the Hilton Honors badge.

2. Watch the 30-second Hilton Honors video ad in the lobby of Slivingland.

3. Share the experience with a friend

>

Directed off platform

Once step one is completed, a Roblox pop-up appears, giving users more information.

From here, they are directed to follow the link to the **Slivingland campaign site**, either via the Slivingland Discord, or from Paris Hilton's X account.

>

CRM sign-up via Flaunt

1. Players verify their email on Flaunt (users have to be 13+).

2. Sign up/log in to Hilton Honors to be entered for a chance to win points and Status upgrades.

3. Connect your Roblox account.

>

Claim reward on Roblox

The first 50,000 users to complete this process can then return to Slivingland to automatically claim their free UGC item.

GEEIQ

Key insights

50k

Hilton Honors x Slivingland branded UGC items available to claim during the campaign window

56.2k

Number of scavenger hunts completed in the virtual Hilton hotel

88.9k

The number of times the Hilton Roblox commercial was viewed in the lobby of the in-game hotel

GEEIQ

Integrating loyalty on Roblox

CRM data capture

To date, Roblox did not allow deep-linking off platform, posing challenges for brands wanting to monitor engagement and collect data beyond the platform. Solutions like Flaunt now **enable brands to use in-game benefits to drive off-platform loyalty program sign ups,** unlocking a database of consumers who fit a certain customer profile to be **cultivated for future interactions.**

Relationship building

Rewarding on-platform engagement with off-platform perks strengthens a brand's connections with Roblox communities. By customising loyalty solutions to suit the platform's younger demographics, brands can **establish direct communication channels with traditionally hard-to-reach audiences**, targeting new prospects and driving leads in more meaningful and native ways**.**

GEEIQ

"

The consumer demand across physical and digital is clear, and brands are smart to tap into it on Roblox where over 70 million people connect and communicate daily, nearly half of them Gen Z. Utilizing [Paris Hilton's Roblox universe] as part of Hilton's loyalty program is **paving the way for other brands to experiment with enhancing consumer engagement and brand loyalty via innovative immersive experiences** and communities."

– Stephanie Latham,
VP of Global Partnerships, Roblox

GEEIQ

What the future holds for Paris & brands on Roblox

→

GEEIQ

The future of Paris on Roblox

Paris Hilton is **rewriting the playbook on how brands and talent IP can utilize Roblox for full marketing funnel activities in 2024.** The next generation of brand engagement in this new communication world will be centered on the loyalty opportunity.

lnnovative loyalty tech that leverages Roblox APIs **allows brands to directly validate in-game engagement**. This enables them to rewards to the next level by integrating virtual activations into their existing loyalty programs.

Paired with the platform's continually evolving brand offering (from enhanced ecommerce to video ads to rumours of future NFT integration), **brand marketers are being forced to rethink what an end-to-end marketing and retention strategy looks like in 2024**.

With more than 70 million people logging onto Roblox every single day, **brands have an incredible opportunity to future-proof their loyalty programs for the next generation** of customers.

And for Paris?

Her early-mover status and long-term investment in all things gaming, web3 and virtual worlds is paying off. As **an entertainment brand that embraces reinvention**, she has created a foundation and fan hub that will create new opportunities, from launching new music and dropping new fashion collections, to partnering with forward-thinking brands who want to leverage a loyal, engaged and global fandom.

Cynthia Miller
Head of Innovation,
11:11 Media

GEEIQ

The future of Roblox for brands

The saying "history doesn't repeat itself, but it rhymes" can be applied to Paris Hilton and her Roblox journey. As the original influencer, she was a pioneer of social media. She embraced platforms like Twitter as early as 2009, before many brands.

True to her early-mover status, Paris moved onto Roblox - which GEEIQ sees as a natural evolution of social media - at a time when its marketing opportunity had not yet been fully realized by brands.

Today, it reigns as the dominant virtual world and social gaming platform for brands to activate on. As brands become more mature in this new communication vertical, **the creative boundaries continue to be redrawn by both the brands and Roblox itself.**

Despite the naysayers, the data is clear. According to GEEIQ's platform, **there have been nearly 500 brand activations on Roblox as of March 2024. When Paris Hilton first entered this ecosystem, there had been fewer than 50.**

With no signs of decline, brands are continuing to double down on this opportunity. Like any communication vertical, understanding the platforms you're entering is paramount to meeting objectives. **It's very evident that the most successful brand experiences are those that take a data-led approach.** This is no different to the most successful social media or television strategies. Today, as the attention economy transitions towards immersive communication, spaces like Roblox are leading the charge.

Charles Hambro
CEO & Co-Founder, GEEIQ

GEEIQ

Get in touch!

To find out more about the brand opportunity in Slivingland, reach out to Paris Hilton's team at 11:11 Media. Alternatively, if you're looking to access the data and team behind some of the most successful Roblox activations, get in touch with GEEIQ.

corporate@1111media.co | hello@geeiq.com

GEEIQ