



MORE POWER TO YOU™

ROBLOX

BAKING SODA'S GRAND ENTRANCE INTO THE METAVERSE

The Mad Science Lab spent six weeks in the popular Roblox world of Livetopia, engaging an enormous audience and surpassing expectations as ARM & HAMMER™'s first step into virtual reality. With fun, interactive baking soda experiments and collectable rewards, The Mad Science Lab increased brand affinity for ARM & HAMMER Baking Soda and strengthened its connection to STEAM.

Flight date 10/6/23 - 11/17/23



46.9MM

TOTAL IMPRESSIONS DELIVERED FOR LIVETOPIA INTEGRATION

2X

ENGAGEMENT RATE OF BRANDED EXPERIENCES IN LIVETOPIA

25%

INCREASE IN AWARENESS

1.3MM

VIRTUAL BAKING SODA BOXES DELIVERED

>1MM

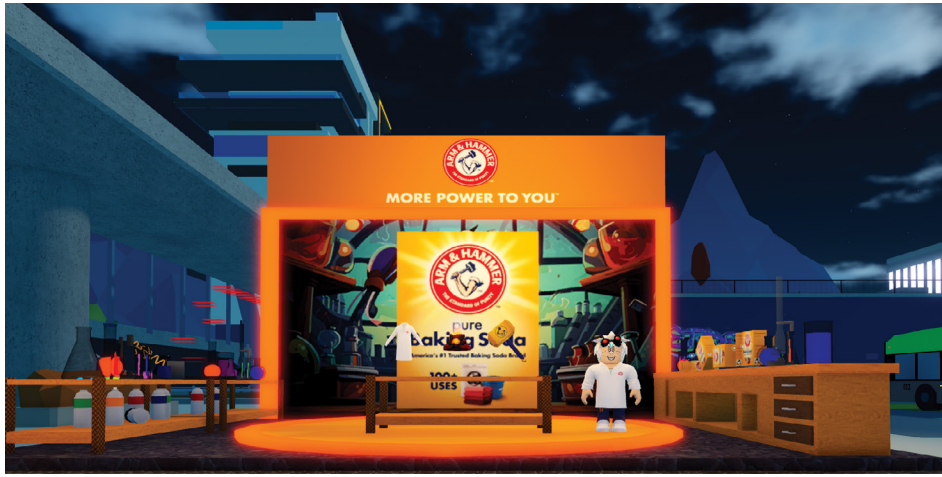
INFLUENCER VIDEO VIEWS

BRAND FAVORABILITY ROSE FOLLOWING THE ACTIVATION

65% → 69%

BRAND CONSIDERATION INCREASED THROUGH THE ACTIVATION

65% → 68%






3 MINUTES, 3 SECONDS

AVERAGE TIME SPENT IN MAD SCIENCE LAB





317K

REWARDS

ONE INFLUENCER VIDEO FEATURING ROBLOX GAMEPLAY DELIVERED

1 MILLION VIEWS, 38,000 LIKES