



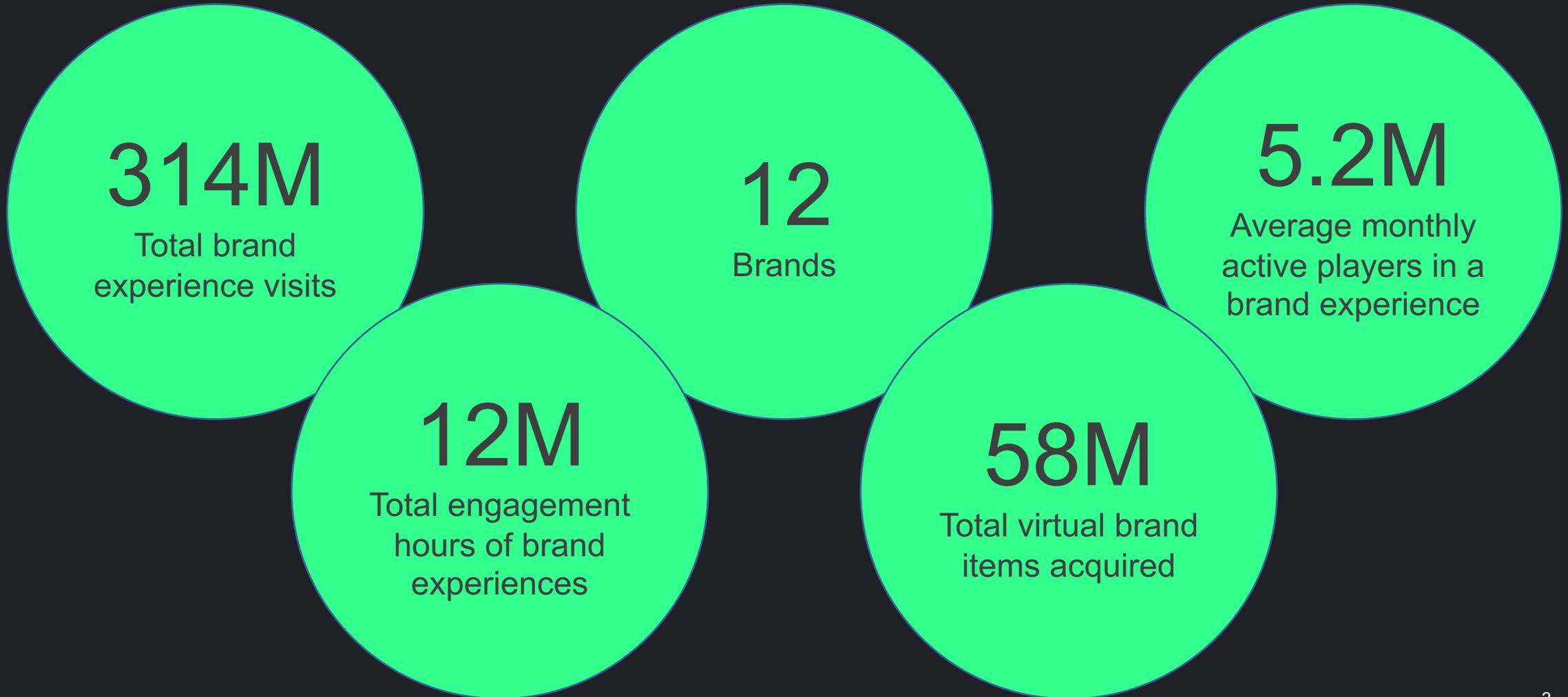
## Livetopia 2022 Brand Partnership Review

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# Brands in Livetopia – A Colorful 2022

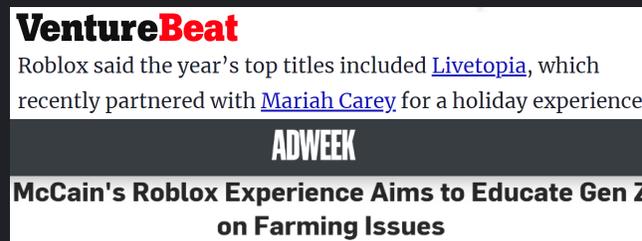


# Brands in Livetopia – 2022 Big Numbers



# Brands in Livetopia – 2022 Highlights

- The most visits to a single brand experience: 77M
- The most players of a single brand experience: 25M
- The most monthly active players in a single brand experience: 9.4M
- The most daily active players in a single brand experience: 1.5M
- The most time players spent in a single brand: 3.6M hours
- The best engagement of a brand experience: 18 minutes / player
- Peak concurrent players in a single brand event: 100K



**Best Gaming/  
Esports Campaign**

**American Eagle + Anzu  
+ Livetopia - AE Members Always**



**Rainbow High™ Competition, Rainbow Vision™, Culminates with Highly Anticipated Season Finale and First-Ever Roblox Livetopia Collaboration**

# Brands in Livetopia – 2022 Benchmark

During the first 7 days of a brand activation *	Medium	Best
Brand experience visits	6M	11M
Brand experience unique players	2.6M	4.3M
Average brand engagement time per player	5.2 mins	16.7 mins

During the first 30 days of a brand activation **	Medium	Best
Brand experience visits	14M	32M
Brand experience unique players	5.2M	7.8M
Average brand engagement time per player	5.1 mins	18.2 mins

\* Brand experiences with duration less than 7 days excluded

\*\* Brand experiences with duration less than 30 days excluded

# Brands in Livetopia – Fun Facts

- Our 2022 brand partnerships have connected 7 major industries with the virtual world:

- Clothing – American Eagle, Athleta Girl, happy nation
- Orthodontics – Invisalign
- Food – Froot Loops, McCain Foods
- Toy – Polly Pocket, Barbie, Rainbow High
- Retail – Walmart
- Beauty – eos
- Music – Mariah Carey



- Over half of the 12 brands extended their partnership with Livetopia due to massive success, with some doing multiple re-activations.

- In addition to offering new experiences and joy, these activations brought more to our community by:

- Donating 28,000 undies to Undies for Everyone (happy nation)
- Teaching players self-talk mantras to make them stronger (Athleta Girl)
- Teaching players sustainable growth with regenerative farming (McCain Foods)