



POPPY PLAYTIME: FOREVER

CASE STUDY BY EXCLUSIBLE

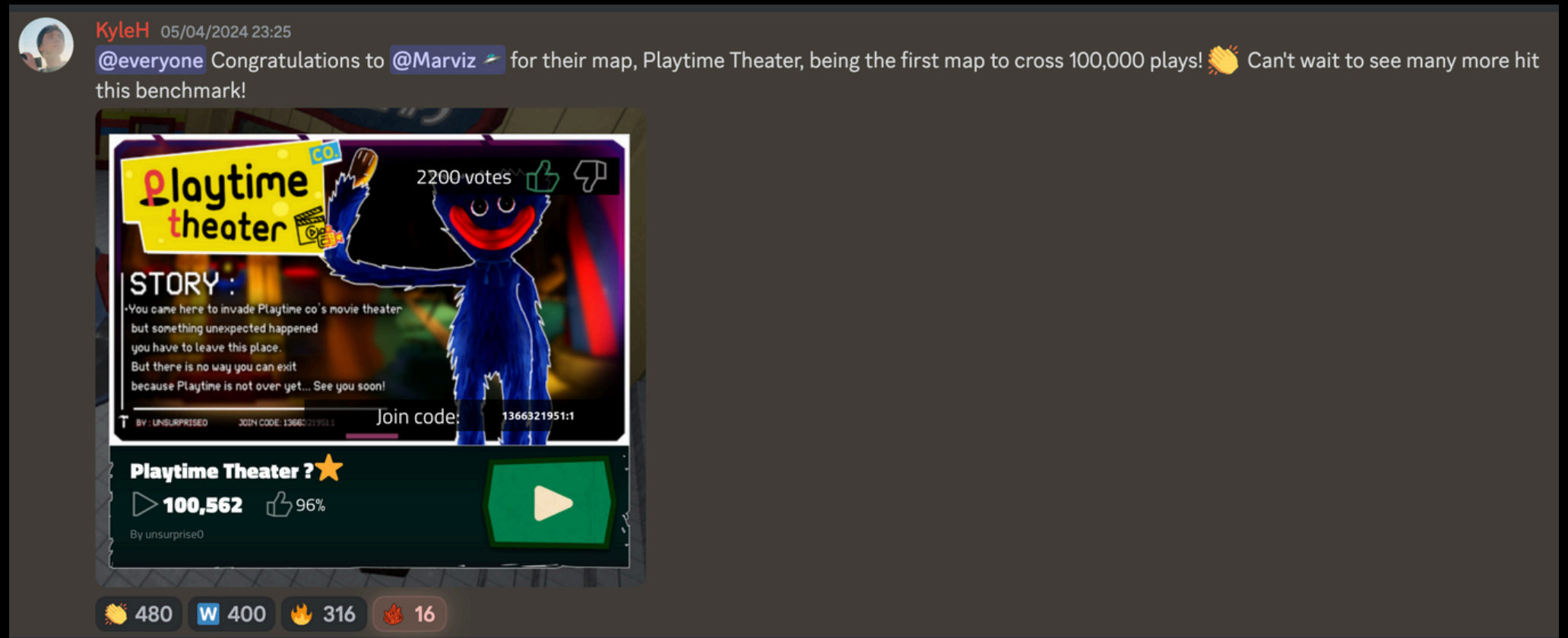
As Roblox redefines the gaming industry, it can easily be seen as the competition for traditional gaming IPs. However, the UGC platform offers a unique opportunity for IPs to be revitalized for younger generations and to expand their universes. Poppy Playtime successfully transitioned to Roblox in May 2023. Explore our Case Study to learn how.

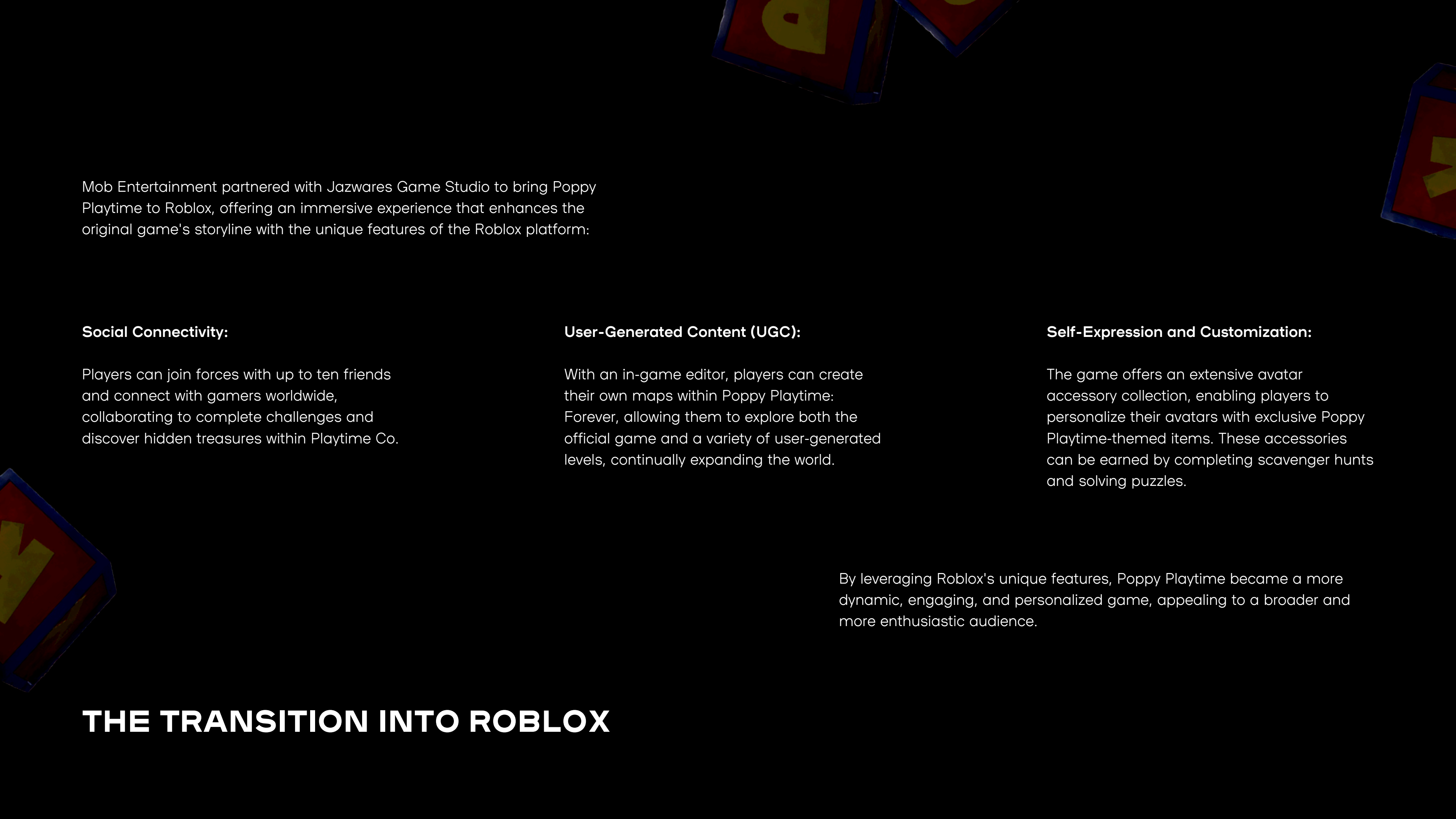


Poppy Playtime is a first-person horror game developed by Mob Entertainment in 2021. The player takes on the role of a former employee of the now-abandoned toy factory, Playtime Co., who returns to explore its premises and uncover the dark secrets behind the disappearance of fellow employees. The player must navigate the eerie environment, solving puzzles and collecting various tapes to piece together the story, all while evading vengeful toys with the help of a wearable backpack with two extendable hands.

Three chapters of Poppy Playtime have been released across Steam, Android, iOS, PlayStation, Nintendo Switch, and more. While working on Chapter Four, Mob Entertainment brought Poppy Playtime to Roblox with Poppy Playtime: Forever.

THE ORIGINAL IP OF POPPY PLAYTIME



The background features several floating, 3D-style blocks with a red face and a blue border. One block in the top center shows a yellow letter 'P'. Another block to its right shows a yellow letter 'M'. A third block on the far right shows a yellow arrow pointing right. In the bottom left corner, a fourth block shows a yellow arrow pointing up. The blocks are set against a dark, gradient background.

Mob Entertainment partnered with Jazwares Game Studio to bring Poppy Playtime to Roblox, offering an immersive experience that enhances the original game's storyline with the unique features of the Roblox platform:

Social Connectivity:

Players can join forces with up to ten friends and connect with gamers worldwide, collaborating to complete challenges and discover hidden treasures within Playtime Co.

User-Generated Content (UGC):

With an in-game editor, players can create their own maps within Poppy Playtime: Forever, allowing them to explore both the official game and a variety of user-generated levels, continually expanding the world.

Self-Expression and Customization:

The game offers an extensive avatar accessory collection, enabling players to personalize their avatars with exclusive Poppy Playtime-themed items. These accessories can be earned by completing scavenger hunts and solving puzzles.

By leveraging Roblox's unique features, Poppy Playtime became a more dynamic, engaging, and personalized game, appealing to a broader and more enthusiastic audience.

THE TRANSITION INTO ROBLOX

Poppy Playtime is a strong IP that has launched on multiple platforms and devices, and has made a significant impact in the physical world with toy collections sold worldwide. Even before its official launch on Roblox, numerous unofficial games attracted a strong concurrent user base.



But what made Poppy Playtime: Forever so popular upon its release?

First, Mob Entertainment and Jazzwares developed a game trailer that took the Roblox world by storm. The trailer garnered over 4.1 million views on YouTube, setting the record for a Roblox game trailer and significantly boosting the game's visibility.

Additionally, the launch was supported by strategic marketing initiatives, including the giveaway of 10,000 limited-edition baseball caps to the first users who completed the story mode. This not only incentivized early play but also created a buzz around the game's release.

In conclusion, the combination of a strong IP, a viral game trailer, free UGC items, and excellent gameplay were key factors that propelled Poppy Playtime: Forever to great success.

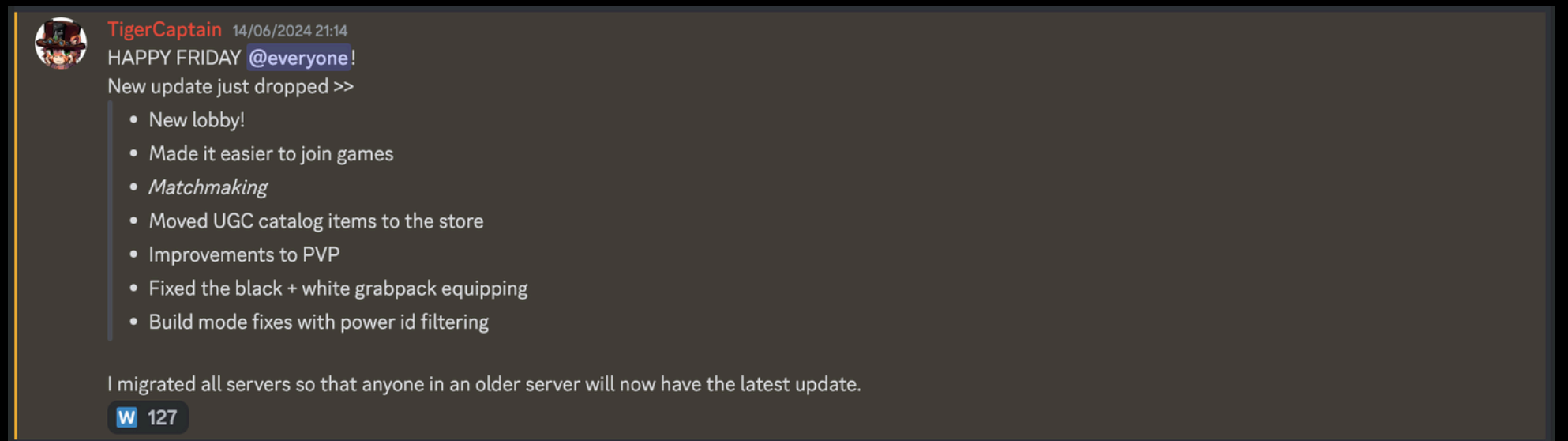
ACHIEVING SUCCESS ON ROBLOX



But how have they been sustaining that success?

Mob Entertainment and Jazzwares focused on fostering a loyal and active community by developing a game with effective retention strategies and regular updates with new content. They have also created social hubs within and outside of Roblox where the community can gather to express their love for the game. In these social hubs, players can share feedback, allowing the development team to implement desired features and quickly address any issues. This approach ensures a continually evolving and engaging game experience.

ACHIEVING SUCCESS ON ROBLOX

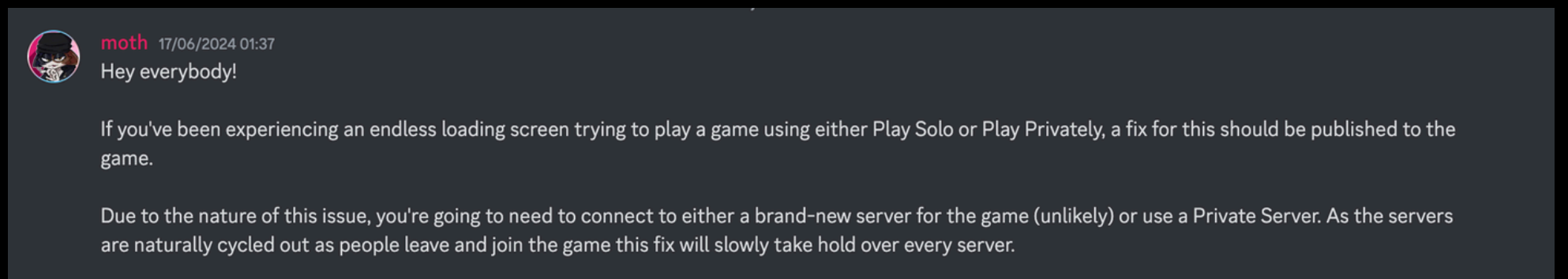


TigerCaptain 14/06/2024 21:14
HAPPY FRIDAY @everyone!
New update just dropped >>

- New lobby!
- Made it easier to join games
- *Matchmaking*
- Moved UGC catalog items to the store
- Improvements to PVP
- Fixed the black + white grabpack equipping
- Build mode fixes with power id filtering

I migrated all servers so that anyone in an older server will now have the latest update.

W 127



moth 17/06/2024 01:37
Hey everybody!

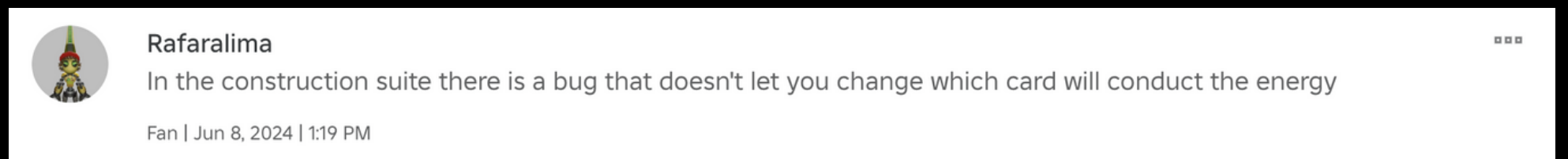
If you've been experiencing an endless loading screen trying to play a game using either Play Solo or Play Privately, a fix for this should be published to the game.

Due to the nature of this issue, you're going to need to connect to either a brand-new server for the game (unlikely) or use a Private Server. As the servers are naturally cycled out as people leave and join the game this fix will slowly take hold over every server.



martzilla316 Poppy playtime is the best horror game EVER!

Fan | Mar 28, 2024 | 9:07 AM



Rafaralima In the construction suite there is a bug that doesn't let you change which card will conduct the energy

Fan | Jun 8, 2024 | 1:19 PM

FUN TIME

+48M

LIFETIME VISITS
(LAUNCHED MAY 2023)

FUN TIME

+9.5M

MONTHLY VISITS
(MAY 2024)

FUN TIME

+236K

AVERAGE
DAILY VISITS

FUN TIME

5.4MIN

AVERAGE
SESSION LENGTH

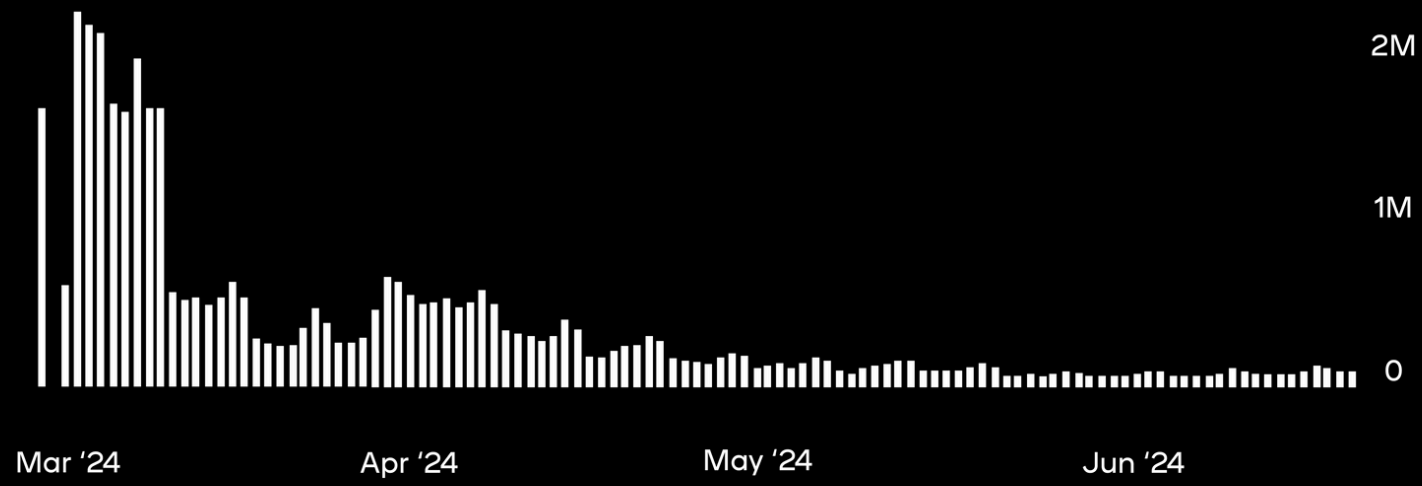
FUN TIME

86%

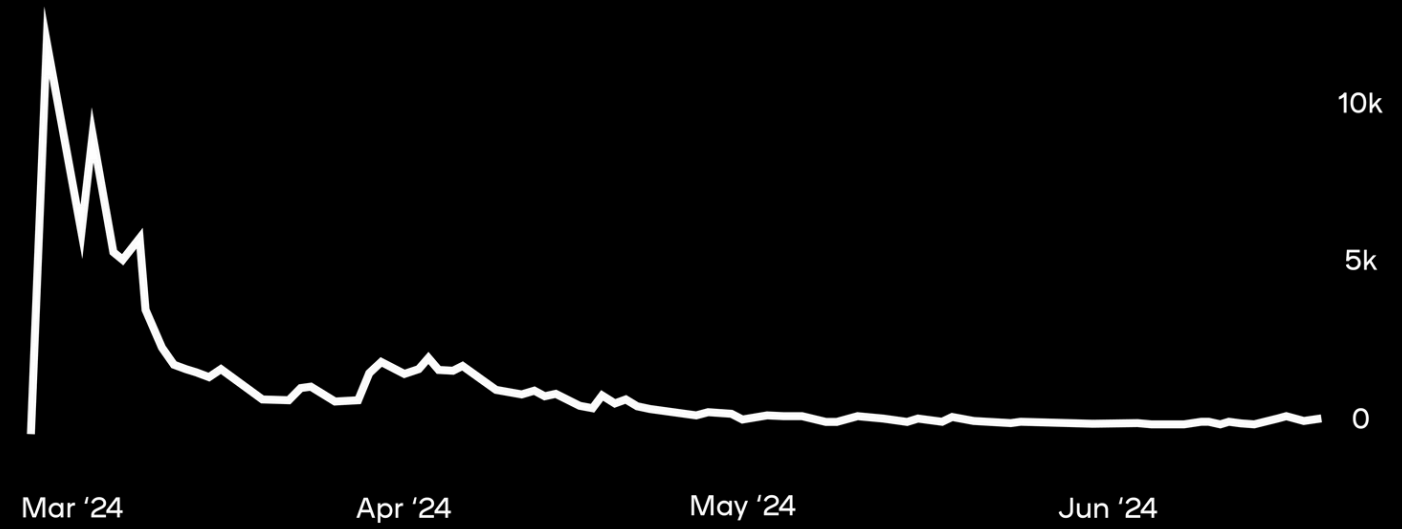
AVERAGE RATING

POPPY PLAYTIME: FOREVER IN NUMBERS

New Visits



Concurrent Players



Average Playtime



Discover more on [Bloxmetrics](#)

POPPY PLAYTIME: FOREVER IN NUMBERS

Poppy Playtime successfully transitioned to Roblox in May 2023, demonstrating a commitment to evolving with the changing needs and expectations of their audience. This strategic move is a valuable lesson for other traditional IPs and brands, including those outside the gaming industry. According to GEEIQ, exponential growth in activations on Roblox, Fortnite, Minecraft, Zepeto, and more, is anticipated by 2025 across various sectors:

Food and Drink: 113%

Personal Care and Cosmetics: 179%

Sport, Fitness and Health: 250%

Consumer Goods: 30%

Retail: 321%

Media and Entertainment: 46%

Consumer Electronics: 67%

Financial: 117%

Fashion and Apparel: 16% (Slower growth rate due to head start in gaming activations.)

CONCLUSION



Be one of the forward-thinking brands that leverages gaming as a powerful marketing channel.
Exclusible is ready to guide traditional IP and brands in their entrance into gaming.
Let's talk about your next project!





THANK YOU

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