

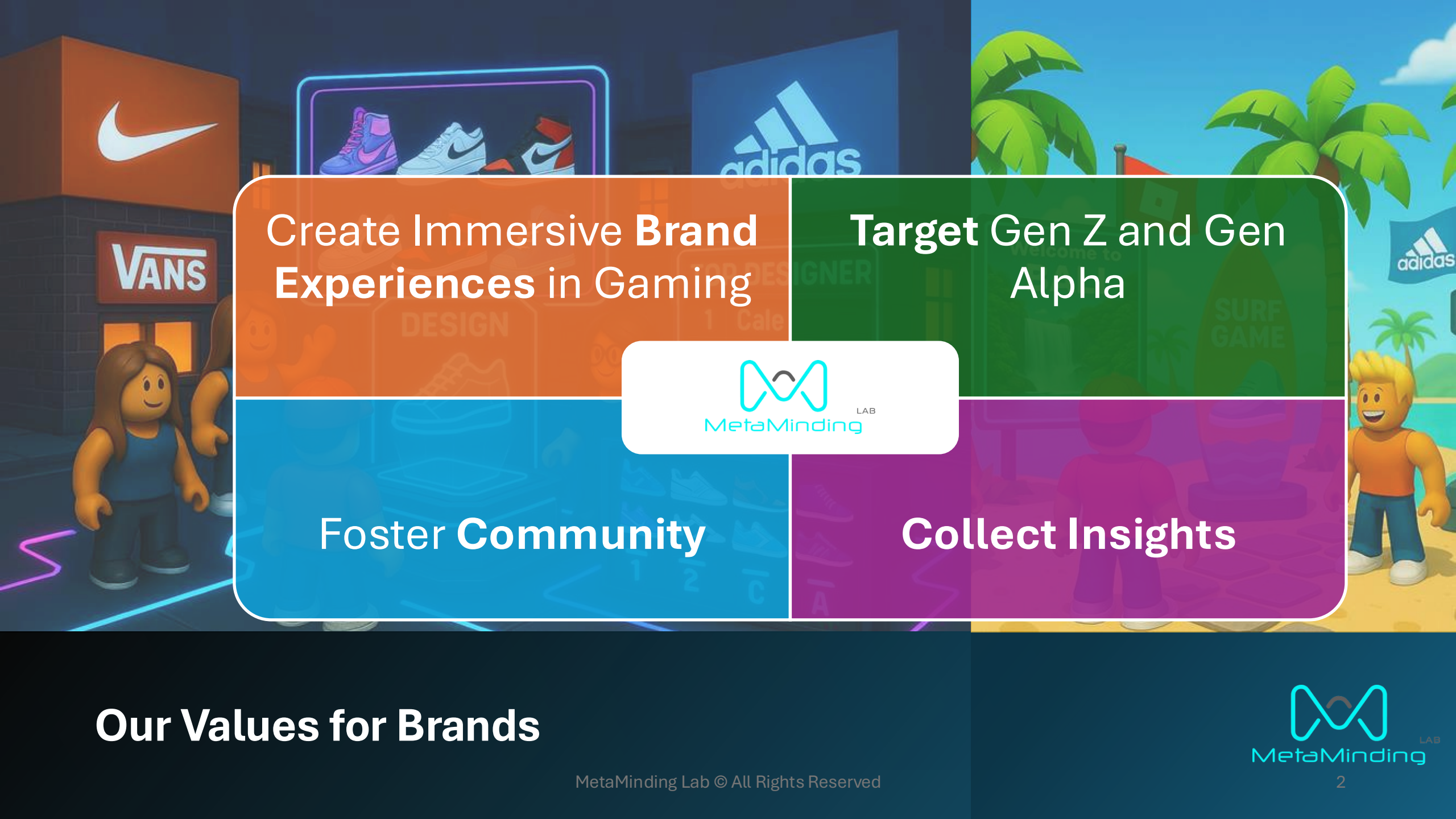
Engaging Gen Z In Their Digital Playground

MetaMinding Lab (MML)

The **ONLY** platform purpose-built
for Gen Z gaming marketing.

16M Monthly Active Users (MAU)
90-Second Dwell Time
Zero Ad-Blockers





Create Immersive **Brand Experiences** in Gaming

Target Gen Z and Gen Alpha



Foster Community

Collect Insights

Our Values for Brands

Gen Z: The Most Powerful Consumer Group

\$12.6T

Spending Power by 2030
Growing from \$2.7T in 2024, Gen Z will represent 18.7% of global spending

6.1

Hours Gaming Daily
43+ hours per week spent on gaming platforms, with 88% playing games

75%

Active Gamers by 2027
58% prefer gaming to all other social activities

77%

Mobile-First
27% made purchases via mobile phone in past week

Every year, an **estimated \$26.8B** in Gen Z media spend fails to land because traditional formats were built for a different era.

Sources:
NielsenIQ, World Data Lab (2024). Gen Z Spending Power, Bank of America Institute (2025). Gen Z: A New Economic Force, SQ Magazine (2025). Gen Z Gaming Statistics, Look at My Profile (2025). Gen Z Gaming Behavior, Newzoo (2025). Gen Z Gaming Trends 2025-2026, Harris Poll & QuestDIY (2025). Gen Z Marketing Challenges & Ad-Blocker Usage

Understanding Gen Z Consumers



Evolving Expectations

Gen Z's values and behaviors are shifting fast. Approaches designed for older audiences struggle to feel relevant in **gaming-led lifestyles**.



Underused Interaction

In immersive environments, the real opportunity lies in **giving Gen Z something to do**, not just something to watch.



Ad Fatigue

Constant exposure to similar messages has driven **high ad-blocker usage** and quick skips. Brands that show up in fresher, more participatory contexts earn more attention and goodwill.



Values & Ethics Matter

64% are willing to pay a premium for brands they trust. Eco-conscious choices, diversity, inclusion, and support for social causes drive loyalty and purchasing decisions.

Sources:

GWJ, PwC (2025), GWI (Global Web Index) & Harris Poll (2025). Gen Z Behavior & Spending

Hong Kong Gen Z: Standout Insights

Motivations Meet Engagement

Gaming is a **new social** where Gen Z combines multiple behaviors -> Brands win when they amplify these coping rituals inside play.



Motivation & Aspiration



61% Ambitious Dreamers

- Eager to shape society and create positive impact.
- Defy the "Lying Flat" myth, demonstrating strong ambition.
- Believe in personal agency to create change.

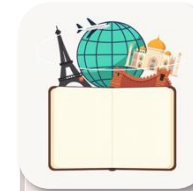


Wealth-Building Rewards



57% Smart Savers

- Balance living fully with future planning.
- 40% focused on long-term wealth building & financial security.
- Value saving for meaningful goals and experiences.



Experience Quests



36% Frequent Travelers

- Travel every 2-3 months seeking new experiences.
- Meaningful experiences valued over material accumulation.
- Bucket-list driven with an experiential mindset.

Why brands need to become playable !



港股IPO Pokemon卡 伊朗局勢 美股科技股 AI 金價

即時財經 專題 投資 樓市 理財 商業 科技 職場 生活 時事



GenZ數位疲勞臨界點！「集體離線潮」拒絕發文炫耀生活 意外造就「類比復興」、品牌廣告重投線下真實媒體

經濟一週編輯部
投資熱話 Feb 27 2026



genz 數位疲勞 離線潮 類比復興

https://lnkd.in/gJuSst_s

Playable Ads：讓消費者「玩」進你的品牌

试玩廣告為什麼正在成為品牌的下一個高效解方？



<https://anymindgroup.com/tw/blog/playable-ads-overview>

16 Trillion Yuan. That is the projected spending power of China's Gen Z by 2035



<https://www.linkedin.com/feed/update/urn:li:activity:7426833629370146816/>

Games: The Ultimate Gateway to Gen Z & Gen Alpha

Why Games Matter for Brands Today



GEN Z & GEN ALPHA SPEND **MORE TIME IN GAMES** THAN ON TRADITIONAL SOCIAL MEDIA.



PLATFORMS LIKE **ROBLOX, FORTNITE, AND MINECRAFT** ARE THE NEW DIGITAL PLAYGROUNDS.



TOP BRANDS (NIKE, GUCCI, COCA-COLA) ARE ALREADY **ACTIVATING IN-GAME EXPERIENCES.**

The New Engagement Frontier - ROBLOX



Fully cross-platform ecosystem: Mobile (iOS & Android) | Computers | Consoles & Tablet | PlayStation | Virtual Reality (VR)



Home



Search



MTTraveller



<https://www.roblox.com/home>



Continue >

Charts



Avatar



Party



More



Escape to Freedom
[FULL GAME!]

👍 57% 👤 0



Punch Simulator
👊 [FREE UGC]

👍 90% 👤 157



[💰] Adopt Me!

👍 85% 👤 419K



Brainrot Training X

👍 97% 👤 26



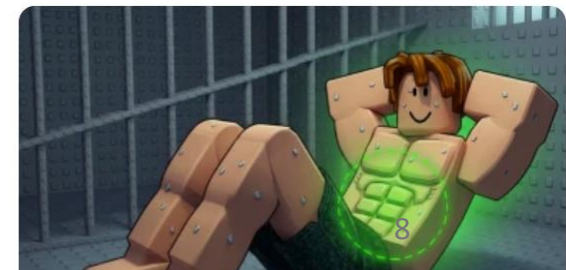
Fat Training

👍 97% 👤 246



Brookhaven 🏠 RP

👍 85% 👤 334K



More

The New Engagement Frontier - ROBLOX



Gen Z's Primary Platform

75% of Gen Z will be active gamers by 2027. **Roblox alone has 151M daily active users** and **~380M monthly active users**. Gaming is the primary social space for 58% of Gen Z.



Zero Ad Blockers

Ads are integrated naturally into gameplay with no skipping or dismissing required. 100% impression guarantee versus 45-70% ad blocker rates elsewhere.



Massive Untapped Market

151M Roblox daily active users provide enormous reach. Less saturated than TikTok, YouTube, and traditional channels, offering a first-mover advantage.



Community & Loyalty

Gaming builds genuine community connection. Players spend 30+ days with immersive experiences, with 31% increase in daily return rate through cross-play features.

Sources: Newzoo, Look at My Profile (2025). Gen Z Gaming Behavior, Backlinko & Roblox Corporation (2026). Roblox User Stats

Understanding the ROBLOX Audience

Global Reach:

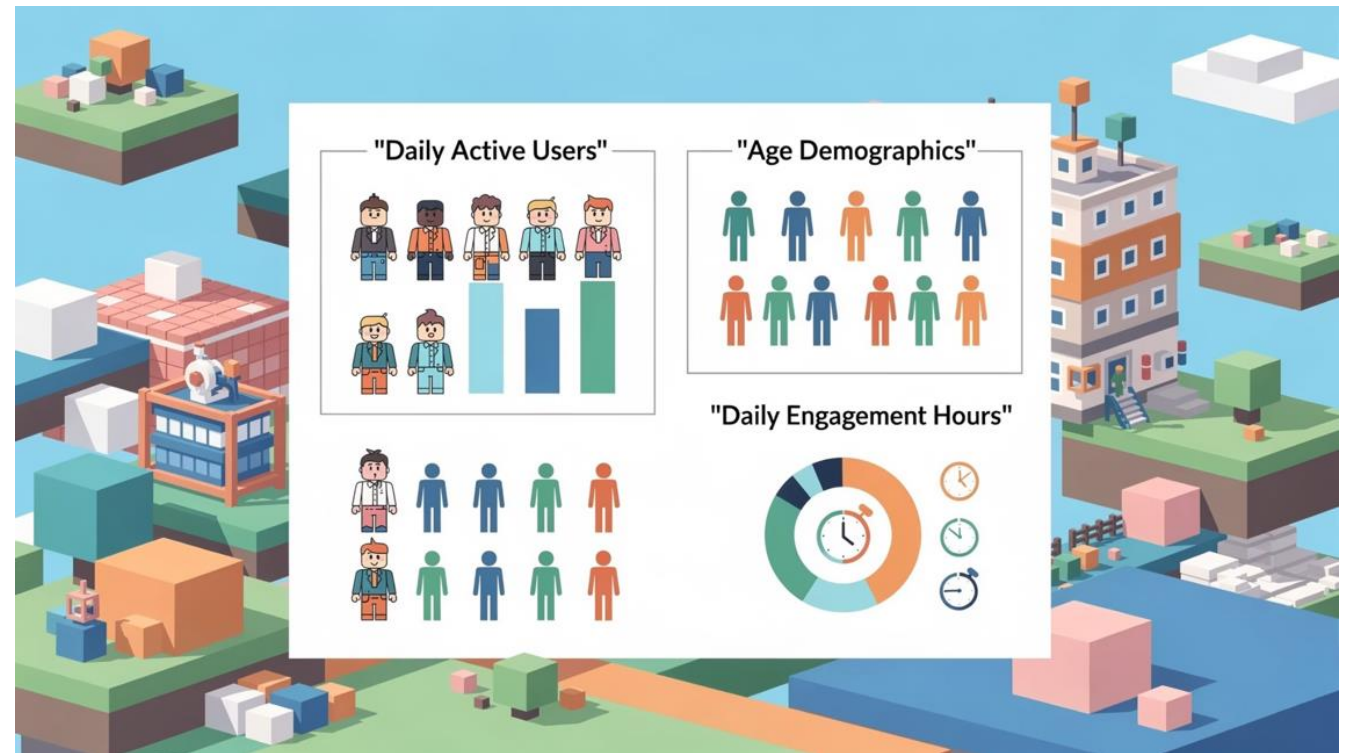
Over **151 million daily active users**, making it one of the largest gaming and UGC platforms globally.

High Engagement:

Players spend an average of **2.7–2.8 hours per day** on the platform, surpassing daily engagement rates of most rival platforms.

APAC Growth:

Asia-Pacific is now Roblox's largest region, accounting for **35–36% of global DAU**, with Southeast Asia being a fast-growing sub-region that benefits Hong Kong.



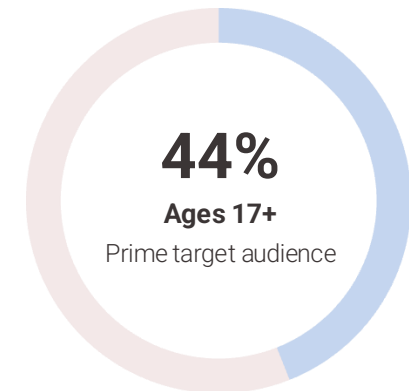
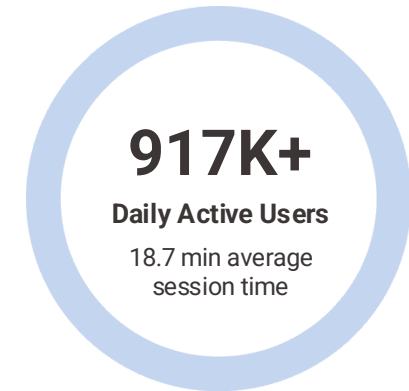
Our ability to tailor in-game experiences and advertising allows us to target desired demographics and uplift reach for your brand.

Purpose-Built for Gen Z Gaming

MetaMinding Lab delivers Immersive branded experiences integrated into gameplay.

For Brands

- Immersive branded experiences integrated into gameplay
- Zero ad blockers and 100% view rate guaranteed
- 90+ second dwell time per interaction
- Micro-targeting by game, age, region, and behavior
- Turnkey campaign setup and multi-game distribution



MML's AI : From Gen Z Insight to Perfect Placement

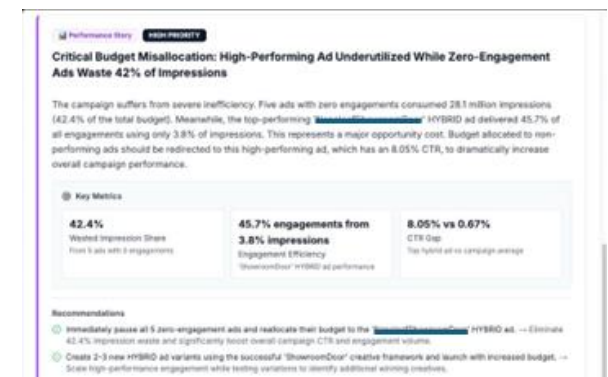
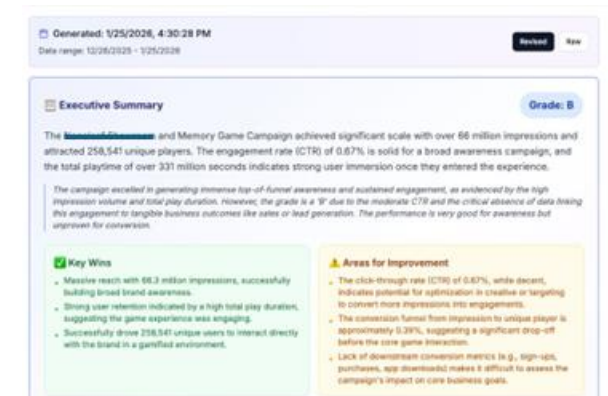
MML's AI on Roblox **predicts, places, and optimizes immersive placements**—turning player data into precise, blocker-free media plans that **engage Gen Z where they live**.

From Player Insights to Optimized Results

- The MML AI Model analyzes Roblox user behaviors to cluster audiences, then generates complete plans from your prompt: objective, budget, goals, and audience.
- In-flight optimization by AI
- Real-time bidding shifts spend to top performers (phase 2)

Key AI Features

- Creative-Placement Matching & Personalization
- Generates and tests multiple creative variations, automatically matching the best one to specific contexts.
- Brand Safety, Fraud Control & Quality
- Classifies inventory for viewability, fraud risk, and contextual fit at scale, auto-excluding low-quality or unsafe placements.



How we enable your brand

Unlock Gen Z Attention in Their Digital Playground

Streamlining Brand Integration In Gaming

1

Tell us your marketing goals.



No Game
Dev Needed

2

We match your goals with
games and suggest
experience packages.



Global Reach

3

Upload brand image and
product for in-game
conversion and customize
templates with brand
content.



Fast Launch

4

Confirm and launch the
brand experience in
games.



Low Risk

User Journey In MML Gaming Network (Full-funnel)

1

Brand Awareness

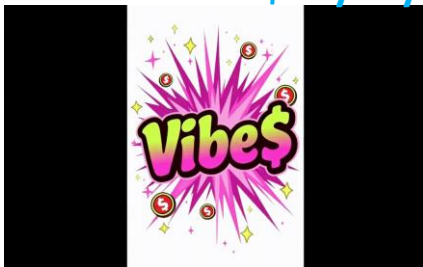
Eye-catching ads & NPCs draw players in



4

Rewards – Vibe\$ loyalty

Unlock achievements and rewarded by exclusive prizes & client's discount vouchers



2

Gameplay Engagement Engine



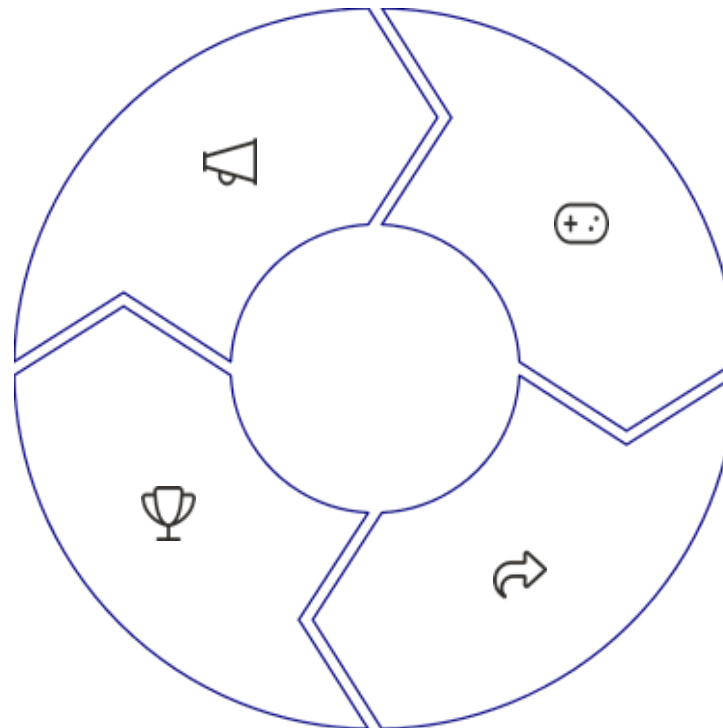
Immersive full journey gameplay keeps them engaged

3

Unique Share Feature



Players broadcast & share their epic wins in social media



The AI Engagement Engine for Brand Zones



AI-Trained NPC Agents

Conversational NPCs capture real-time sentiment, purchase intent, and behavioral signals.

Gamified Product Placement

Physical brand assets are integrated into gameplay, enhancing brand recall.

Custom Mini-Games

High-engagement branded experiences with enterprise-grade efficiency and full creative customization.

Game Advertising Portal

Create Campaign

Forecast reach, engagement, and audience personas before you launch.

1. Brand & Product

Brand Name: Oppo

Product Category: Technology

Campaign Objective: Branding, Community building, and Product showcase.

Next

Create Campaign

Forecast reach, engagement, and audience personas before you launch.

1. Brand & Product

2. Audience

3. Results

OPPO + Technology + 90 days

Campaign Budget Planner

Enter your budget to see how many players you can reach. Budget below full organic cost gets a proportional reach; budget above it adds Roblox Ad Spend.

USD 5 10000

PLAYERS REACHED: 127,389 (10% of full organic)

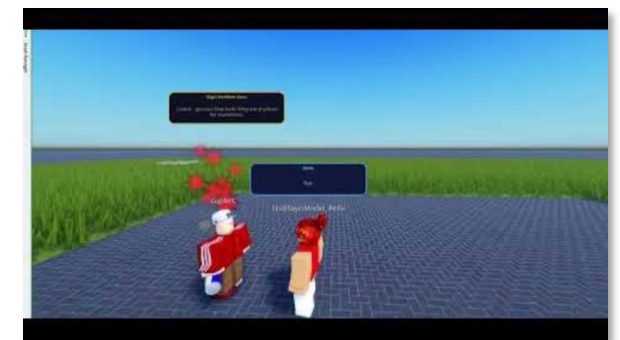
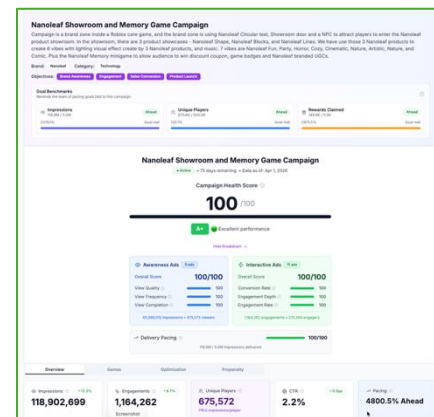
EST. AVG ENGAGEMENT: 8 mins per player

Brand	Duration	Players	Rate	Cost
Info	3-5s	6,369 (5%)	\$0.030p	\$191.07
Qualified	60-90s	19,108 (15%)	\$0.050p	\$955.40
Deep	90-15s	44,588 (35%)	\$0.070p	\$3,121
Immersive	150s+	57,925 (45%)	\$0.100p	\$5,793

COST BREAKDOWN

Attention-based cost: \$10,000

Your campaign budget: \$10,000



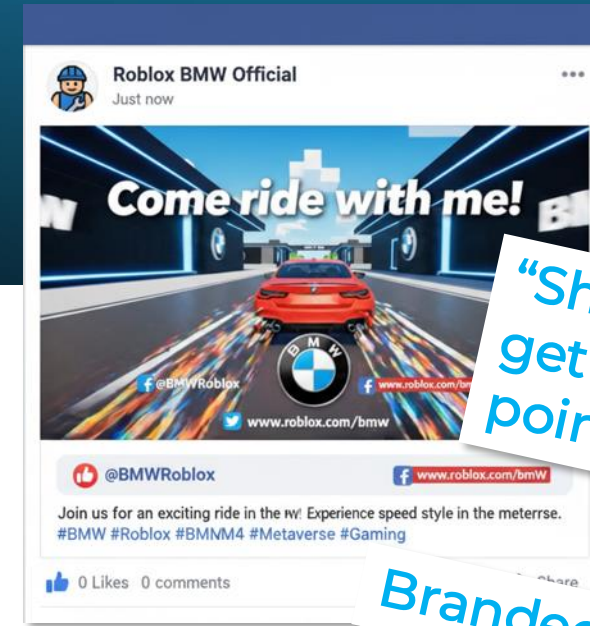
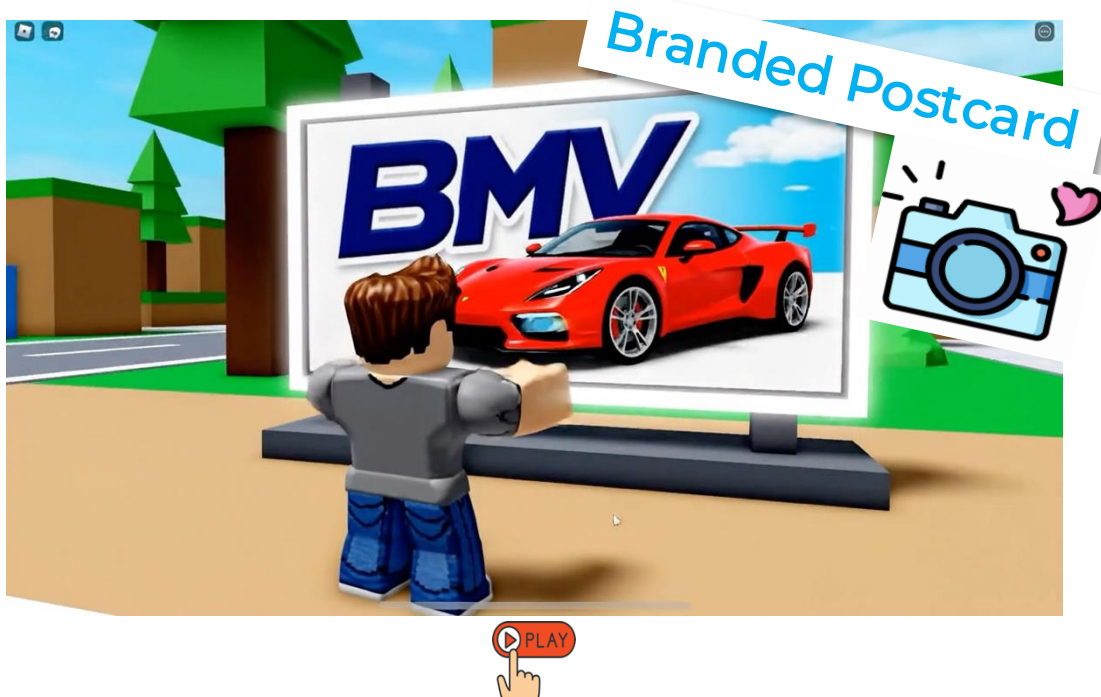
[YouTube Video Link](#)



Unique Feature[👑]

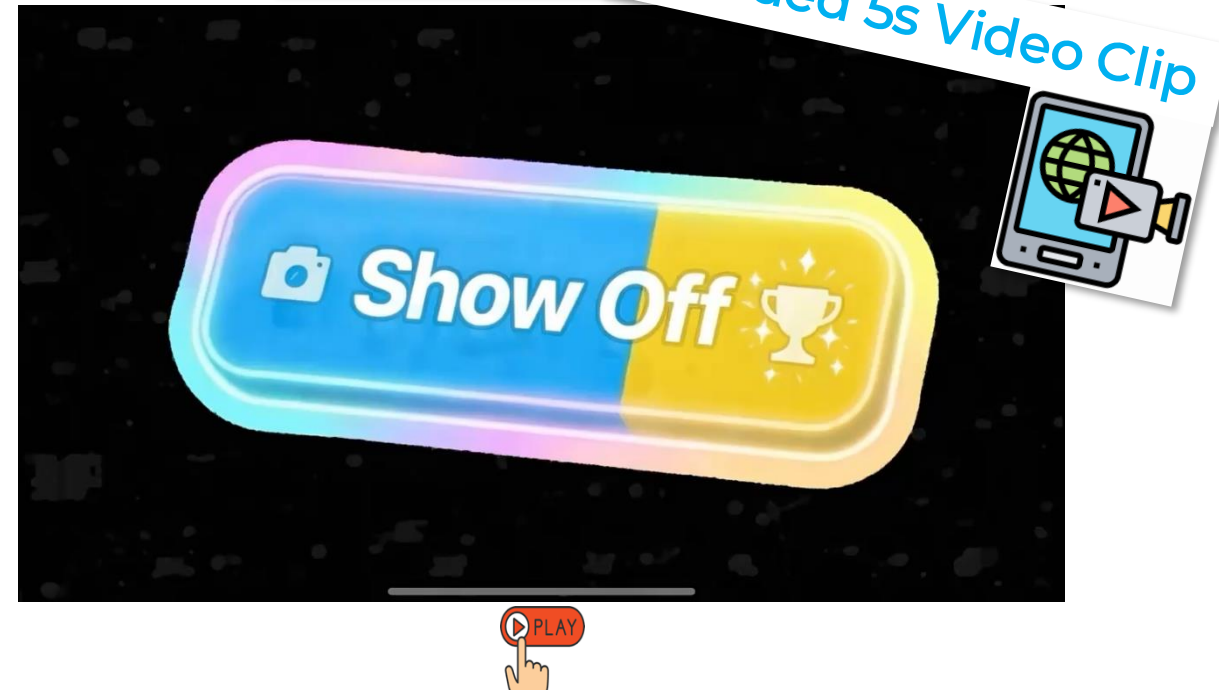
Gen Z and Gen Alpha are all about social sharing. This is an excellent way for players to interact with the brand and share their experiences on social media.

- Let players engage with a brand ad by creating a shareable **Branded Postcard** or a **Branded 5s Video Clip** featuring their personalized avatar and message.
- They can then **share it on their social media platforms**.
- **Rewards:** players earn bonus game points for their social media shares.



"Show Off" to get 2x game points!

Branded 5s Video Clip



Vibe\$: Bridging Engagement to Real-World Commerce



12,000
Global Brand partners

Vibe\$ transforms verified in-game attention into real-world commerce, offering rewards like Netflix cards and Adidas discounts through partner infrastructure.

These online redemptions, promoted in partner game Discords and social media, enhance player retention and drive revenue for MML.

253
Countries & territories



[YouTube Video Link](#)

Showcase: nanoleaf® Gaming Campaign

Smarter by Design

MetaMinding Lab · 2026



Background

MetaMinding Lab partnered with Nanoleaf to create an immersive, in-game brand experience inside popular games from the MetaMinding Game Network (MGN), driving authentic engagement with Gen Z by letting players experience the product rather than view traditional ads.

The Challenge:

- Reach Gen Z audiences in environments they actively engage with.
- Demonstrate complex product features in a simple, intuitive way.
- Achieve longer engagement times than standard digital ad formats.



Showcase: nanoleaf® Gaming Campaign

Smarter by Design

MetaMinding Lab · 2026



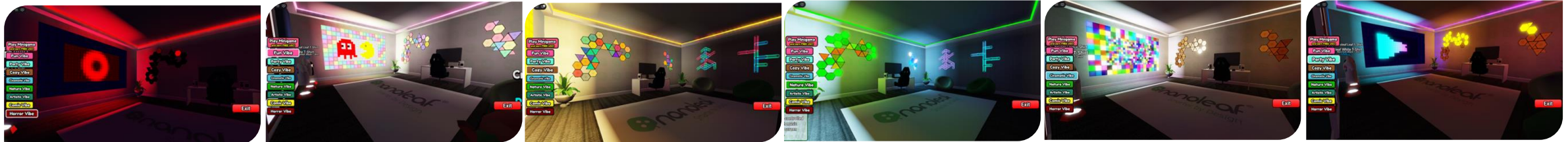
The Solution:

1. In-Game Brand Activation

MML activated Nanoleaf campaigns inside high-performing games with large, engaged player bases. Nanoleaf's presence was integrated as a native, explorable in-game room with an animated NPC guiding players into the experience.

2. Inside the Nanoleaf Room

- Create 6 different lighting "vibes" (Fun, Party, Cozy, Nature, etc.)
- Play a branded color-matching minigame
- Earn Nanoleaf-branded UGC and real-world discount codes



Showcase: nanoleaf® Gaming Campaign

MetaMinding Lab · 2026

Smarter by Design



Engagement, Results & Value Delivered

Campaign Period: 41 Days | **75M+** Imps delivered | **320K+** Unique players

Key Engagement Metrics:

Engagement Rate: **13.6 times >** Display Banner Ad

Play Rate (visitors -> players): **62%** of visitors played the minigame

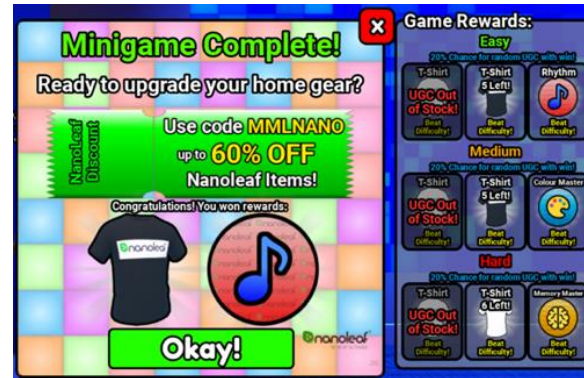
78% > Average

Average Attention Time per Player:

19.6 min

Completion Rate: 66%

47% > Average



Real-world discount codes

Key Takeaway:

Through MML's gaming-first approach, Nanoleaf moved beyond advertising into experiential marketing turning gameplay into a discovery, education, and conversion engine with global reach.

Value Delivered:

High Engagement

Players spent meaningful time interacting with Nanoleaf's products and features

Feature Understanding

Complex features like Scenes and Rhythm were intuitively understood through play

Gen Z Alignment

The experience matched Gen Z expectations for interactivity, creativity, and authenticity

Brand Recall & Conversion

Branded UGC and discount codes reinforced memory and encouraged purchase

Showcase: Amnesty Gaming Campaign

MetaMinding Lab · 2025



Background

Amnesty International aims to engage younger audiences, particularly Gen Z, through Human Rights Education and digital activism, including monitoring violations in the Metaverse.

Objective:

Engage 7-10,000 target audience, raise awareness, receive donations, and recruit new community members.

Six Different Stages



Showcase: Amnesty Gaming Campaign

MetaMinding Lab · 2025



Key Metrics	Engagement	Education	Community
	480K+ Visitors	74% Missions Completed	1,800+ Donation Leads
	300K+ Unique Players	83% Knowledge Improvement	300+ New Members
	21K Monthly Active Users	89% Final Quiz Scores	12% Supporters Identified
	15+ Min Avg. Playtime	(vs. 21% Initial Scores)	

Showcase: in lieu Gaming Campaign

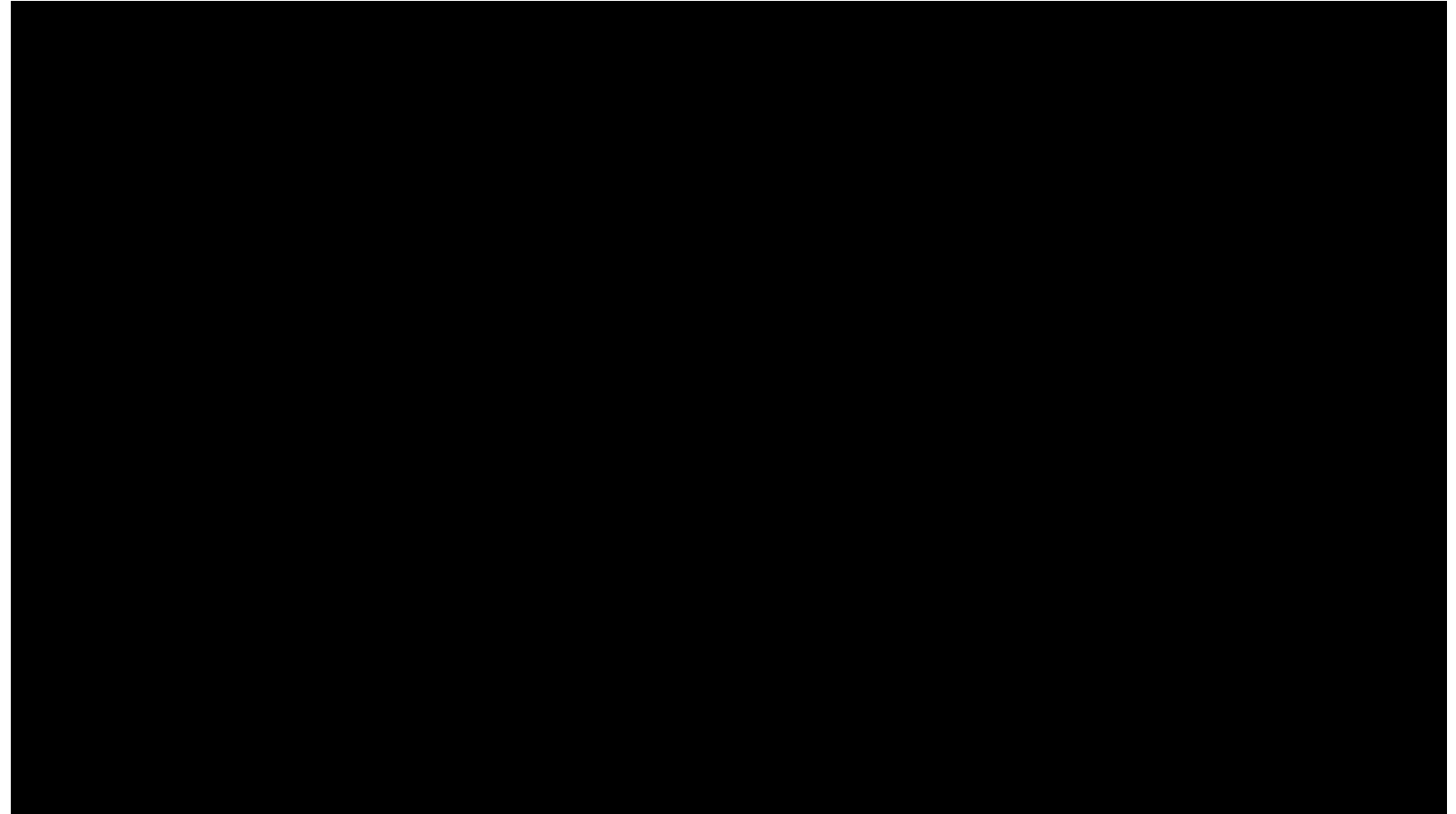
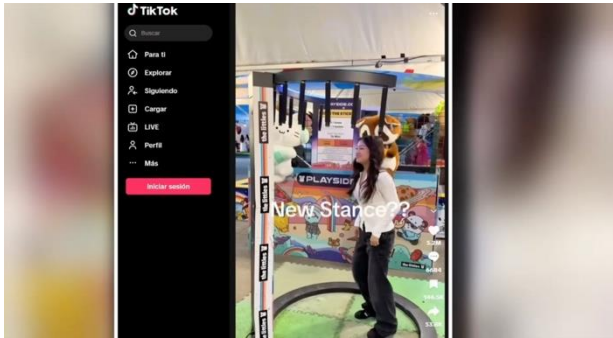
MetaMinding Lab · 2026

Background

MetaMinding Lab and In Lieu developed an immersive in-game brand experience within MetaMinding Game Network games, engaging Gen Z by allowing players to experience products directly.

Objective:

Introduce in lieu natural hydrogen water brand to Gen Z and Gen Alpha, highlighting sustainability efforts with recyclable aluminum cans.



Showcase: in lieu Gaming Campaign

MetaMinding Lab · 2026

Engagement, Results & Value Delivered

Campaign Period: 60 Days | 377M+ Imps delivered | 2M+ Unique players

Key Engagement Metrics:

Engagement Rate: **9.2 times** > Display banner ad

Play Rate (visitors -> players): **79%** of visitors played the minigame

82% > Average

Average Attention Time per Player:

15 min

Completion Rate: 66%

85% > Average

Key Takeaway:

Through MML's gaming-first approach, In Lieu moved beyond advertising into experiential marketing, turning gameplay into a discovery, education, and conversion engine with global reach.



Engagement Guaranteed Pricing Model



Zero Ad Fatigue

No more tune-outs or quick skips



Zero Wasted Spend

Every dollar works harder



Only Results

Engagement guaranteed, or you don't pay

Flexible campaign model available too.

Engaging Gen Z for Business Your Player ONE Partner



Engaging with Gen Z for Business

**Boost Your Brand and
Community In Games Now!**

Your Player One Partner

ray.Lee@metamindinglab.com