

**DIVE BRIEF**

Maybelline blends music and makeup for Roblox experience

The beauty retailer is targeting gamers through an immersive makeup experience and partnership with virtual DJ Kai.

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Courtesy of Maybelline

Dive Brief:

- Maybelline New York is targeting music and gaming communities with the launch of an interactive Roblox campaign, “Makeup Your Mix,” according to a press release. The effort was made in partnership with artificial intelligence (AI) music company Splash.
- Included in the effort are explorable virtual spaces including the Maybelline New York lounge and Graffiti Room where Roblox users can experiment with the brand’s products in unique ways, like using its Falsies Surreal Mascara to paint graffiti.
- The activation also showcases six makeup looks and offers consumers the chance to win Maybelline merchandise and clothing. Additionally, the brand partnered with virtual DJ Kai around the release of her latest song track, “Fantasy,” promoted with a limited-time activation and listening party.

Dive Insight:

For its latest campaign, Maybelline is tapping into the interests of both the gaming and music communities, a move that could help the beauty retailer strike a chord with younger consumers who also make up the majority of users on Roblox. The brand often pursues digitally driven marketing tactics, having launched its first-ever digital avatar, named May, for a campaign introducing its Falsies Surreal Extensions Mascara product in February.

With the Roblox “Makeup Your Mix” experience, users can listen to exclusive music, play minigames and explore Maybelline’s makeup products through interactive experiences centered around creativity, per the release. Six makeup looks are featured in the experience, highlighting makeup products including the SuperStay Vinyl Ink Lip and SuperStay Matte Ink Lip along with newer offerings like Falsies Surreal Mascara and Color Tattoo Eye Stix.

To tap into the music scene, the brand also partnered with DJ Kai around her new track, “Fantasy.” For the tie-up, users could participate in a listening party and could remix the song until Sept. 28. Rounding out the effort is the chance to win and collect clothing and Maybelline merchandise. In addition to working with Splash, Maybelline worked with Super League Enterprises, United Talent Agency and Roblox.

“This collaboration perfectly aligns with Maybelline New York’s core values of self-expression, play, and empowerment, making self-expression accessible to all, wherever they engage with our brand,” said Emily Arkells, vice president of digital for Maybelline New York, in release details.

Beyond its latest campaign, Maybelline has made several efforts in recent years to connect with younger audiences. For example, the brand last September partnered with video game developer Zynga to launch an in-game playable ad, “Maybelline Mascara Merge.” The brand in April also spoofed music videos from the ’90s for its

campaign, “Ugly Cry, Perfect Liner,” which starred Saturday Night Live actor Chloe Fineman.