**Apple Japan - August 1**

Natsu Matsuri Summer Festival Virtual Item Promotion:

**Overview**: In partnership with Apple-Japan and to amplify the launch of localized Roblox in Japan, we'll be running an App Store Promotion around Natsu Matsuri which is a summer festival in Japan that occurs during the first week of August. The promotion be centered around the Natsu Matsuri Backpack which is an exclusive virtual item available only to iOS users and designed by Roblox in collaboration with Apple Japan. The App Store featuring will include placements on the Games Tab ([specs](https://help.apple.com/asc/appspromoart/#/itcd652e8704)) and Today Tab ([specs](https://help.apple.com/asc/appspromoart/#/itcbbc47fcec)), as well as an editorial (story) that showcases the item and an overview of Roblox.

**Redemption**: In order to redeem the item, iOS users will launch Roblox, open the navigation tab, click into the Catalog, and see the Natsu Matsuri Backpack "boosted" to the front of the Featured section. Then they will simply navigate to the page, "Get" the item and equip in the Avatar editor. Note: We are investigating a deep linking flow with Apple Japan which would take users straight from the App Store banner to the catalog product page (thus removing all steps aforementioned). This flow is not confirmed yet with Apple Japan, but they are testing it.

Feature Timing: 8/1 - 8/8 (inclusive)

Confluence Page: [HERE](https://confluence.rbx.com/pages/viewpage.action?pageId=207263818)

Marketing Assets - [HERE](https://app.frame.io/reviews/9c581932-4adc-4ba9-827d-e01d68ef21ed) (note, these images can be shared with media)

Catalog Link - [HERE](https://www.roblox.com/catalog/6970966434/NM-Backpack) (will be available to redeem on 7/31, through 8/9)

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Roblox**Roblox**

[**NM\_Backpack**](https://www.roblox.com/catalog/6970966434/NM-Backpack)

Customize your avatar with the NM\_Backpack and millions of other items. Mix & match this back accessory with other items to create an avatar that is unique to you! (76 kB)

