**ROBLOX PLATFORM BRIEF**

Purpose: architect partnership with Roblox to develop platform fluency/mastery, build low-barrier playbooks for client activation, understand creative experiences and expressions, and activate client programs across the Roblox environment.

Team:

Eric Petersen – North America Platform and Social Media Lead

Patrick Chaupham – Global Digital Strategy Lead, Media Genius

Marcha Johnson – Creative Technology Lead

Weber Shandwick requirements:

* Deep understanding of Roblox world engine including:
  + Creative experiences for users and developers
  + Brand activation parameters + opportunities
  + Best practice brand activation examples + case studies
  + Technology requirements and capabilities
  + Roadmap and features enhancements in future builds
  + Ongoing counsel and support from Roblox team
* Roblox team best practices
  + Non-dev activation teams
  + Technology / build requirements and partners
  + Sandbox experiences
* Understanding of platform limitations
* Co-marketing / PR opportunities

Client requirements:

* Activation requirements, fees and investments
* Experience best practices
* Advertising/media buy opportunities
* IP ownership
* Account and program management

Roblox requirements

* Understanding of how WS and clients are currently activating on the platform
* Social / digital channel strategy and approach
* Considerations on WS metaverse strategy
* WS internal capabilities for client activation including specific clients, United Minds consulting, esports and gaming

Open items:

* Program timing
* Enterprise test environments
* Crypto and metaverse strategy