

Adello

BY  LAB51



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Roblox Marketing
Strategy:
Engaging Gen Z
and Gen Alpha

Adello's focus of the month

MARKETING:

INNOVATION'S SECRET WEAPON

EDITOR'S NOTE

Dear Reader,

Many innovations born in startups are moving the world forward and often become the starting point for change across many industries.

However, even the brightest idea doesn't guarantee success. In today's competitive world, it's not enough to just invent something new. Nevertheless, combining innovation with a clear strategy significantly increases the chances of commercializing an idea and gaining support from both investors and customers.

One of the key factors on this journey is marketing, which can, unfortunately, be overlooked in many such cases. Meanwhile, a solid marketing strategy helps an idea not only reach the market but also find its users.

Meet Isabelle Bart, Startup & Innovation Coach, and a Business Advisor. In her article, she emphasizes that technical brilliance alone isn't enough. It requires deep customer insight and clear value propositions to succeed.

Enjoy reading!
Yours,

A handwritten signature in black ink that reads "Anja Prosch". The script is fluid and cursive, with a large, stylized 'A' and 'P'.

Head of Marketing at Adello and LAB51



Roblox Marketing Strategy:

Engaging Gen Z and Gen Alpha

Roblox is a popular online gaming platform. It allows anyone to create their own games and play games developed by others within a wide range of genres. Some sources even refer to Roblox as a Metaverse.

ADELLO'S FOCUS OF THE MONTH

Many remember Roblox's surge during the pandemic. Back in 2020-2021, the platform gained its peak popularity in the media. A year later, in 2022, Roblox started actively collaborating with brands. Companies like L'Oréal Paris and Adidas began leveraging Roblox for marketing through "advergames," creating immersive experiences to engage with younger audiences. That is how Roblox became not only a gaming platform but a lucrative marketing tool.

Is Roblox still relevant in 2025, or did it lose its original hype? Statistics say it is still gaining traction. As of early 2025, Roblox boasts over 380 million monthly active users and 85.3 million daily active users worldwide.

Also, the platform continues to grow. Notably, a significant portion of its user base is under 16, making it a central hub for Gen Z and Gen Alpha.



Roblox as a marketing tool

Now, let's break down Roblox's marketing potential. Marketing in Roblox is strongly characterised by blending traditional methods with innovative digital practices, sometimes even experimental. The platform offers very specific marketing methods (that we will mention below), and thus, it is not suitable for every business. However, you may consider implementing marketing in Roblox if your business belongs to one of these niches:

- **Fashion & Beauty:** Digital clothing, cosmetics, virtual fashion shows, and avatar customization.
- **Entertainment & Media:** Virtual concerts, movie screenings, interactive storytelling, and celebrity meet-and-greets.
- **Gaming & Technology:** Digital assets, in-game purchases, immersive gaming experiences, and tech demonstrations.
- **Retail & E-commerce:** Virtual storefronts, integrated physical-digital product shopping, and branded virtual environments.
- **Education & Training:** Interactive learning environments, virtual classrooms, training simulations, and immersive skill-building experiences.
- **Automotive Industry:** Virtual test drives, vehicle showcases, and interactive brand experiences.
- **Travel & Hospitality:** Virtual tours, immersive destination experiences, and interactive previews of hotels or resorts.



Forever 21's Roblox campaign



Dentist company Invisalign in Roblox

Before we move to how you can promote your business via Roblox, let's take a step back and talk briefly about the main Roblox audiences: Gen Z and Alpha. Both of these groups represent the young audience under 30 years old. However, these two groups are not the same, demographically speaking.

Marketing Specifics for Gen Z (born between 1997–2012):

- Authenticity and transparency (skeptical of traditional ads)
- Values-driven marketing (social responsibility, diversity, sustainability)
- Influencer and peer-driven content
- Interactive and personalized experiences
- Mobile-first and multi-platform presence (Instagram, TikTok, YouTube, Snapchat)
- Short-form, visually rich content



Marketing Specifics for Gen Alpha (born between 2013–2025 and ongoing):



- Purchasing power at an early age
- Immersive digital experiences (Metaverse, Roblox, AR/VR)
- Gamification and interactive learning
- Content that appeals to both children and their parents (emphasis on safety, education)
- Visual storytelling and animated content
- Highly personalized digital interactions (AI-driven recommendations, virtual worlds)
- Cross-device seamlessness (tablets, voice assistants, smart TVs, phones)





Marketing methods in Roblox

Now, after we have outlined Roblox and its audience, let's take a look at the various methods of promoting one's business in Roblox.

Brand Collaborations and "Advergaming"

Advergaming became the main and one of the most interactive marketing forms on Roblox. Here, brands can make partnerships with the platform and create immersive experiences within Roblox worlds. Some examples include:

- **Walmart:** Launched "Walmart Discovered". This immersive experience allowed community creators and users to shop for virtual goods.
- **Fenty Beauty:** The company collaborated on limited-edition cosmetics available both virtually and physically through integrated in-game shopping.

- **Chipotle:** Developed the "Chipotle Burrito Builder". Players earned in-game currency redeemable for real-world food rewards.

Influencer & Creators' Marketing

Many influencers and creators have also collaborated with Roblox. Popular YouTubers and TikTok stars regularly feature Roblox content, driving significant traffic.

Very recently, the platform announced the launch of new Commerce APIs, allowing creators to sell physical merchandise directly within their games and experiences. This update opens up a new revenue stream for creators and expands monetization beyond virtual goods and pay-to-access content.

Virtual Events and Concerts

Roblox hosts massive virtual events, concerts, and festivals, drawing millions. Live concerts by artists like Charli XCX, Lil Nas X, and BTS attracted millions of simultaneous viewers.

Also, Roblox has collaborations with film studios (e.g., Marvel, Disney) for interactive promotional events.

Social Media & Community Engagement

Roblox heavily utilizes social media platforms like TikTok, Instagram, and Twitter/X for promotions and user interactions. It implements regular viral challenges and contests on TikTok, promoting new games or events.

Interactive community campaigns, encouraging user-generated content (UGC), fan art, and video submissions.

Also, active presence on Discord and Reddit to foster direct interaction and community loyalty.

Metaverse Commerce Integration

Roblox introduced groundbreaking e-commerce features, directly linking digital and physical shopping. Previously, it announced its integration with Shopify, enabling users to purchase real-world products directly within Roblox.

Innovative Technology & AR/VR Experiences

Roblox continuously leverages the newest technologies for immersive marketing:

- Augmented Reality (AR) experiences enable users to interact with Roblox assets in the real world through mobile devices.
- Virtual Reality (VR) compatibility is expanding the platform's appeal to tech-savvy, immersive-experience-seeking audiences.



Marketing in Roblox is no longer just an experiment—it's a powerful way to connect with a new generation through immersive, interactive brand experiences. As virtual worlds become mainstream, brands that adapt early will lead the way in shaping the future of digital engagement.

Marketing: Innovation's Secret Weapon

Startups' innovative ideas often drive technological progress and marketing forward. However, even the brightest idea, without well-thought-out marketing, can fall into oblivion and fail to achieve commercial success. Why does this happen, and how can it be avoided?

BY ISABELLE BART

Are Marketing Skills Among the Most Underrated in Innovation?

In 2020, during the COVID-19 pandemic, I took a new turn in my career and fully embraced entrepreneurship after spending 20 years in leading marketing roles. Since then, I've truly enjoyed waking up every day to support early-stage startups—many of them working on breakthroughs that could change the world, improve quality of life, and address some of our most pressing social and environmental challenges. When we think about innovation, we often imagine it emerging from prestigious universities or the

R&D labs of large corporations. We tend to associate innovation with deep technical expertise, patents, and new scientific discoveries. While it's true that many innovations originate in the lab, creating a new technology or product is only the beginning. What many innovators overlook is that **success in the market doesn't automatically follow from technical brilliance.**





Great Innovation Doesn't Equal Market Success

My work involves helping technical founders understand that innovation alone does not guarantee commercial success. To build a thriving and scalable company, **a founder must offer real value to customers**—value that is significant enough for people to change their behavior and adopt something new. Many founders become so emotionally attached to their ideas that they struggle to recognize when the market opportunity simply doesn't exist—or isn't big enough.

Multiple studies show that the number one reason startups fail is not a lack of funding, poor team dynamics, or even bad timing. It's

the absence of market need. I like to stress the concept of having enough of a market. If your solution is only relevant to 20 people worldwide, no matter how revolutionary it is or how high a price those 20 people are willing to pay, it's unlikely you'll build a sustainable company.

Founders can't afford to waste months—or even years—pursuing an idea that doesn't have solid commercial potential. **Early validation is critical.** And this validation must come from the market, not just friends, mentors, or industry experts.

The Critical Role of Customer Discovery

The most important step in launching an innovation is **figuring out who cares enough to buy it and why**. In other words, who are your customers, and what value are you providing them? This is where marketing plays a crucial role, particularly through methods like customer discovery and tools such as the Business Model Canvas and Lean Startup methodology.

Too often, founders overlook this step. Some assume that their product's technical superiority will naturally attract attention. Others fear rejection and hesitate to speak directly with customers. But **avoiding customer conversations is a critical mistake**. You can't validate your assumptions in a vacuum. The best way to determine if an innovation addresses a real, pressing problem is by conducting interviews with potential customers.



Customer discovery is more psychology than business. It requires empathy and curiosity. You need to deeply understand what your customer wants, how they currently solve their problem, and what trade-offs they're willing to make to adopt a new solution. If your innovation addresses a problem that ranks low on their list of priorities, it may be difficult to gain traction. Worse, you may be targeting the wrong customer segment altogether.

Because **founders are often emotionally invested in their solutions, they tend to underestimate how much effort it takes to get customers to change.** Change is hard—even when the alternative is better. If your product is 20% better than their current

option, will they switch? What if it's only 5% better? And how much would they be willing to pay for that improvement? The answers vary by customer segment, industry, and situation, which is why contextual understanding is essential.

Iteration, Learning, and Humility

What I love about the customer discovery process is that it's **iterative**. You're constantly learning, validating some hypotheses while discarding others. This approach works in both B2B and B2C settings. In fact, I consider **customer discovery to be a foundational step for building any business.**

For technical founders, this process can be daunting. That's where marketing expertise can be transformative. I often help founders reframe their mindset—from one focused on “pitching” their product to one centered on listening and learning. Customer discovery is not about showcasing your product's amazing features—**it's about understanding what truly matters to your customers.**

Imagine you're on a first date. Would you spend the entire evening talking about yourself—your job, achievements, and hobbies—or would you ask your date thoughtful questions to learn about them?

Founders often forget this. They assume customers will fall in love with their product just because they did. But in reality, customers are assessing the risk and reward

of adopting something new.

For example, if your customer is a salaried employee at a large organization, their top priorities might be job security, career advancement, or meeting KPIs. Innovating may sound exciting, but the risk of championing a new, untested product could outweigh the potential upside, especially if it could jeopardize their reputation. If the innovation you're offering might threaten their role (as is often the case with AI tools), they may resist it, even if it offers tremendous value. In this case, you may need to reposition your offering toward their manager or another stakeholder.

This is why understanding the customer ecosystem is crucial. There are often multiple people involved in a purchase decision, each with different roles: end users, economic buyers, influencers, champions, and sometimes even saboteurs. For instance, if you're designing a learning app for children, the child may be the user and influencer, but the parent is the buyer. Your value proposition must speak to both audiences.



What to Ask in Customer Discovery Interviews

When interviewing potential customers, use open-ended questions such as:

- “What keeps you up at night?”
- “What’s your biggest challenge right now?”
- “How do you currently solve this problem?”
- “What’s working? What’s not?”
- “What have you tried before?”
- “What would success look like for you?”



You may uncover information about competing solutions or makeshift workarounds. **These interviews also provide a natural opportunity to ask about budget, procurement processes, and pricing sensitivity.**

Customer segmentation is another essential aspect of discovery. You want to identify the traits that group customers together—whether that’s demographics (age, role, company size) or behaviors (interests,

pain points, goals). **Map out the ecosystem so you can see how various actors interact.** This is particularly important in industries where users, buyers, and decision-makers are not the same person.

And remember: **Even in highly technical fields, emotions matter.** If your solution helps a small business owner stop working late nights and spend more time with family, that emotional driver can be more powerful than any efficiency metric.



Start with Desirability

Ultimately, customer discovery helps you move in the right direction toward commercialization. If no one wants what you're offering, it doesn't matter how feasible or profitable it could be—you won't succeed. That's why you should always start with **desirability**: who wants your solution badly

enough to change their current behavior to adopt it? Only once you've confirmed desirability should you dive into **feasibility** (can we build it?) and **viability** (can we make money from it?). Skipping these steps often leads to wasted time and investment.

Marketers Can Articulate Strong Value Propositions

One of the core strengths marketers bring to the table is the **ability to communicate clearly and succinctly**. A strong value proposition isn't a technical spec sheet or a feature list—it's a simple, powerful statement of why your product matters to a specific audience.

I often tell founders: **you should be able to explain your innovation to a first grader**. That doesn't mean dumbing it down—it means distilling it to its essence. A great value proposition captures the benefit of your product, not just its features.

Here's a common trap I see: Founders list all the amazing things their product does—"it's faster, cheaper, more efficient, more secure, and uses a completely novel approach!" But **none of that matters if the customer doesn't understand how it helps them achieve their goals**.

A value proposition should be **one or two sentences**. Focus on the outcome your customer cares about most. And if you're unsure what that is, keep asking yourself, "So what?" until you reach the root benefit.



For example:

- “It saves time.” So what?
- “So the customer can focus on strategic work.” So what?
- “So they can meet their KPIs and get promoted.” That’s the value.

The deeper you go, the more powerful your message becomes.



Don't Underestimate the Competition



Another **common misstep is assuming you have no competition** because your innovation is completely novel. That’s rarely true. Even if there’s no direct substitute, your customer is doing something today to address their problem, however imperfect that may be.

In many cases, the biggest competitor is the status quo. Getting someone to change what they’re already doing is hard, especially if they’ve invested time, money, or effort into their current solution.

Founders must stay aware of competitive activity. Even if it’s not a core part of customer discovery or the Business Model Canvas, competitors often come up in interviews. Be prepared to ask about alternative solutions, homegrown tools, or prior experiences with similar products. You might discover gaps in the market—or learn what not to do.

Staying informed helps you position your innovation more effectively. You can’t stand out if you don’t know what else is out there.



Conclusion: Marketing Skills Matter—A Lot

To sum up, I believe **marketing skills are just as critical as technical skills in launching successful innovations.** From customer discovery to value proposition design to ecosystem mapping, marketers play a vital role in ensuring a product resonates with its target audience.

This work starts early, long before the product is ready for launch. In fact, these marketing activities are often essential to shaping the product itself—ensuring it solves

a meaningful problem for a clearly defined customer.

Founders should make sure marketing expertise is represented on their team, either internally or through advisors. Marketers bring storytelling, empathy, and customer insight to the table. They start with why, and that's what ultimately moves innovation from the lab to the lives of real people.

#persona

ISABELLE BART

Startup & Innovation Coach, International Business Advisor, Public Speaker
& Founder of Impact Innovator

Isabelle Bart is the founder of Impact Innovator (impactinnovator.co), where she empowers purpose-driven startups and organizations to tackle the world's most pressing challenges. With a deep passion for innovation and impact, Isabelle provides advisory and fractional executive services, specializing in go-to-market strategies, commercialization, and fundraising.

A dynamic public speaker and certified SQUIRCLE™ business coach, Isabelle is dedicated to cultivating intrapreneurship and innovation across teams and organizations. Her approach helps businesses of all sizes navigate uncertainty and solve complex problems using intuitive, human-centered methods.

Isabelle has guided numerous impact-focused startups and nonprofit leaders through her work with the Small Business Development Center (a program of the SBA), as an Entrepreneur in Residence at the University of California, and as a mentor with Braid Theory, LARTA Institute, and UC Irvine's National Science Foundation I-Corps program, where she also serves as lead instructor in innovation and commercialization.

With over 20 years of leadership experience in the healthcare and nonprofit sectors, Isabelle has led strategic initiatives in business planning, marketing, and digital transformation for global organizations. She holds an MBA from ESSEC Business School in Paris, France, and was a recipient of the Tech Coast Venture Network ROCKY™ Founders Choice Awards™ in 2024.





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