

CASE STUDY

# Nickelodeon: The Loud House 3 No Time to Spy ROBLOX ACTIVATION

**Role:** Influencer Strategy & Campaign Lead

**Audience:** Kids & Young Teens (U.S.)

## MISSION

Use Roblox and creator-driven content to build awareness, increase intent to view, and make The Loud House: No Time to Spy an unmissable experience for kid audiences.

## STRATEGY

- Partner with Roblox-friendly YouTube creators to authentically reach kids where they watch and play.
- Leverage YouTube Shorts + Community Posts to maximize fast discovery, repeat viewing, and creator-fan interaction.
- Develop content that spotlights the Loud House Roblox experience, connecting spy-themed gameplay moments with the movie narrative.

## EXECUTION

Collaborated with creators to deliver 22 total content pieces, including:

- YouTube Shorts showcasing the Roblox activation
- Community Posts directing fans to explore and play

Ensured content aligned with the film's spy adventure theme to build excitement and familiarity with the IP.

## RESULTS

2.6M+

Shorts views

20,993

hours of watch time

equal to 2.4 years of viewing

135%

over expected delivery

