

CONTEXT

With more than 50% of young adults feeling anxious about money, financial confidence among younger Americans could use a little boost. Fidelity Investments is trying to do something about it with comprehensive financial education, online tools, schooling programs, and now—Roblox.

IDEA

Create a game so fun that players won't even realize they're learning about money. Add in the tastiest of metaphors—pancakes—and serve up financial fundamentals like spending, saving, and investing in a delicious new way. Welcome to Pancake Empire Tower Tycoon, a Roblox experience that meets the next generation of investors where they are: online, together.

2.5 M visits in the first week

17 MIN average playtime (vs. 8 min

mobile gaming avg.)

14.6 M+
visits to date



EXECUTION

Before creating our world, we met with young Roblox players to understand their gaming preferences. By collaborating with leading developers Buoy and The Gang and leveraging Fidelity's own gaming experts, we set out to design a deliciously engaging game mechanic.

Players earn, save, and invest "yumyums" to build and expand their pancake empire. Just as in the stock market, players must decide what level of risk they're comfortable with when depositing their yumyums with our fantasy creatures. Educational and investing concepts are baked in everywhere, as in our obstacle course, where players balance risk and reward as they race their way across a giant bowl of pancake batter. Our free wearables motivate players to complete our financial quests, share strategies, and connect with friends. At launch and before spending a single dollar on paid advertising, our game went viral with 2.5M visits the first week, making it one of the fastest-growing branded experiences on Roblox in 2023.

One of the

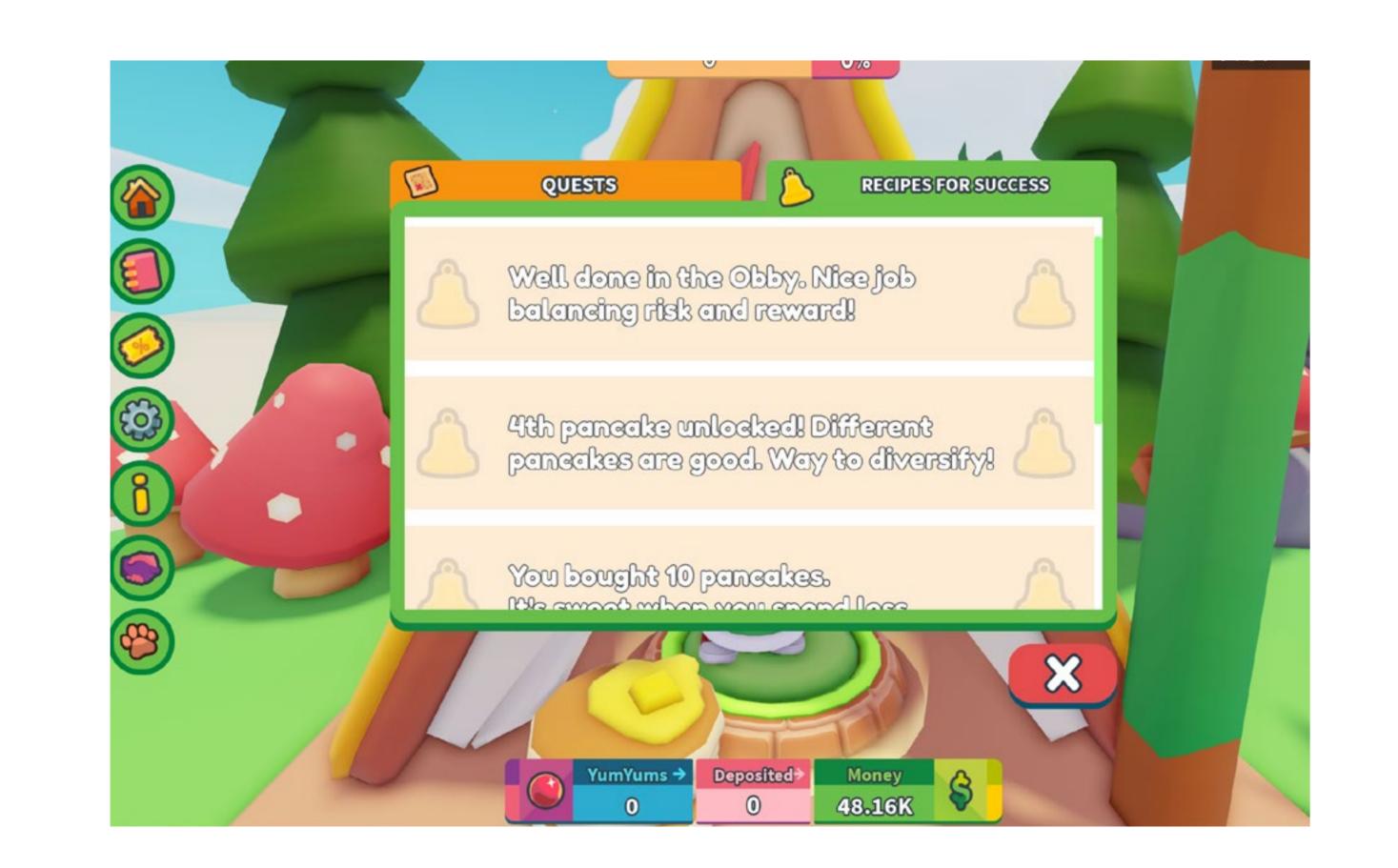
FASTEST GROWING

branded experiences on Roblox in 2023

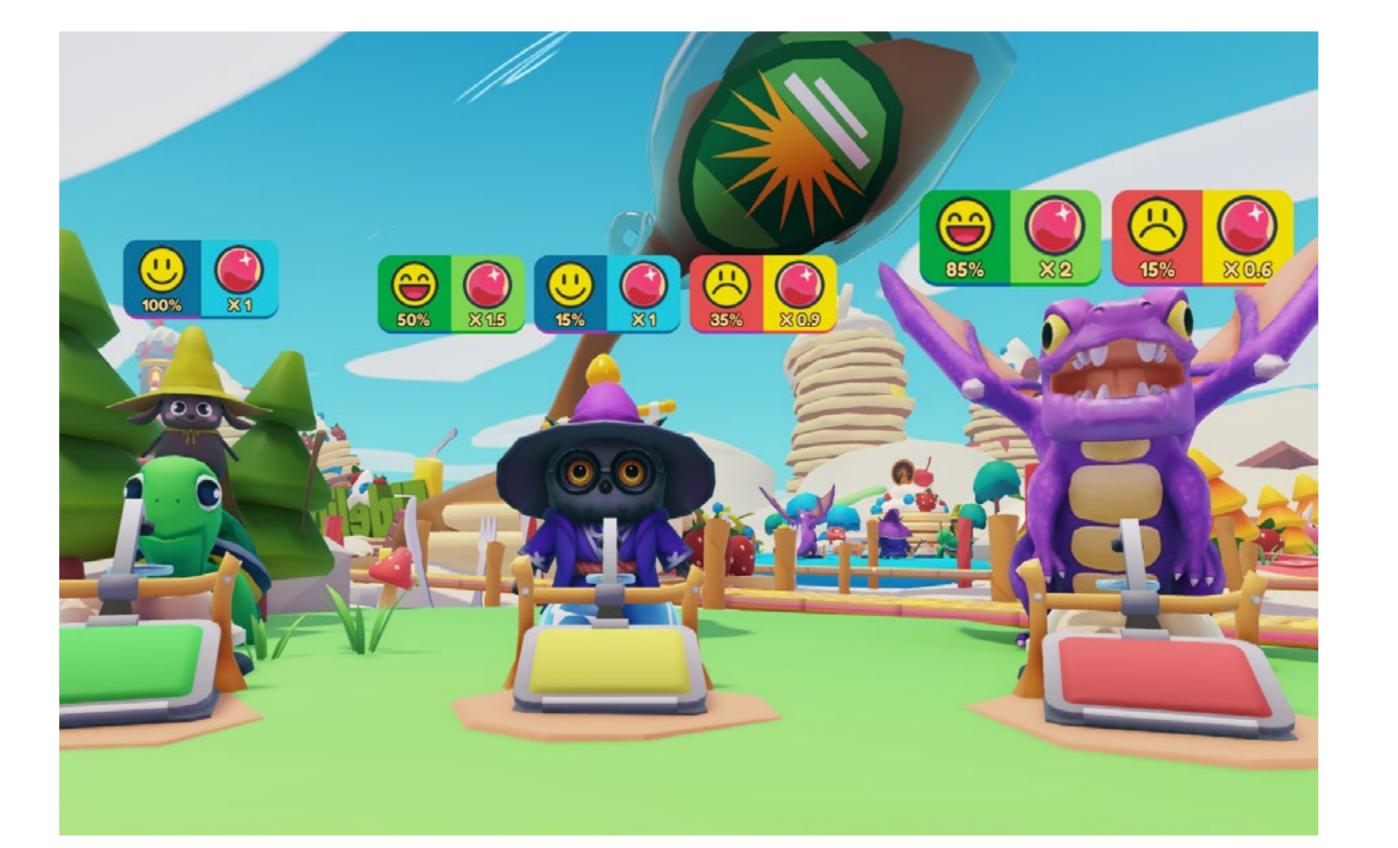
3 M+
wearables claimed by players

496 M media impressions







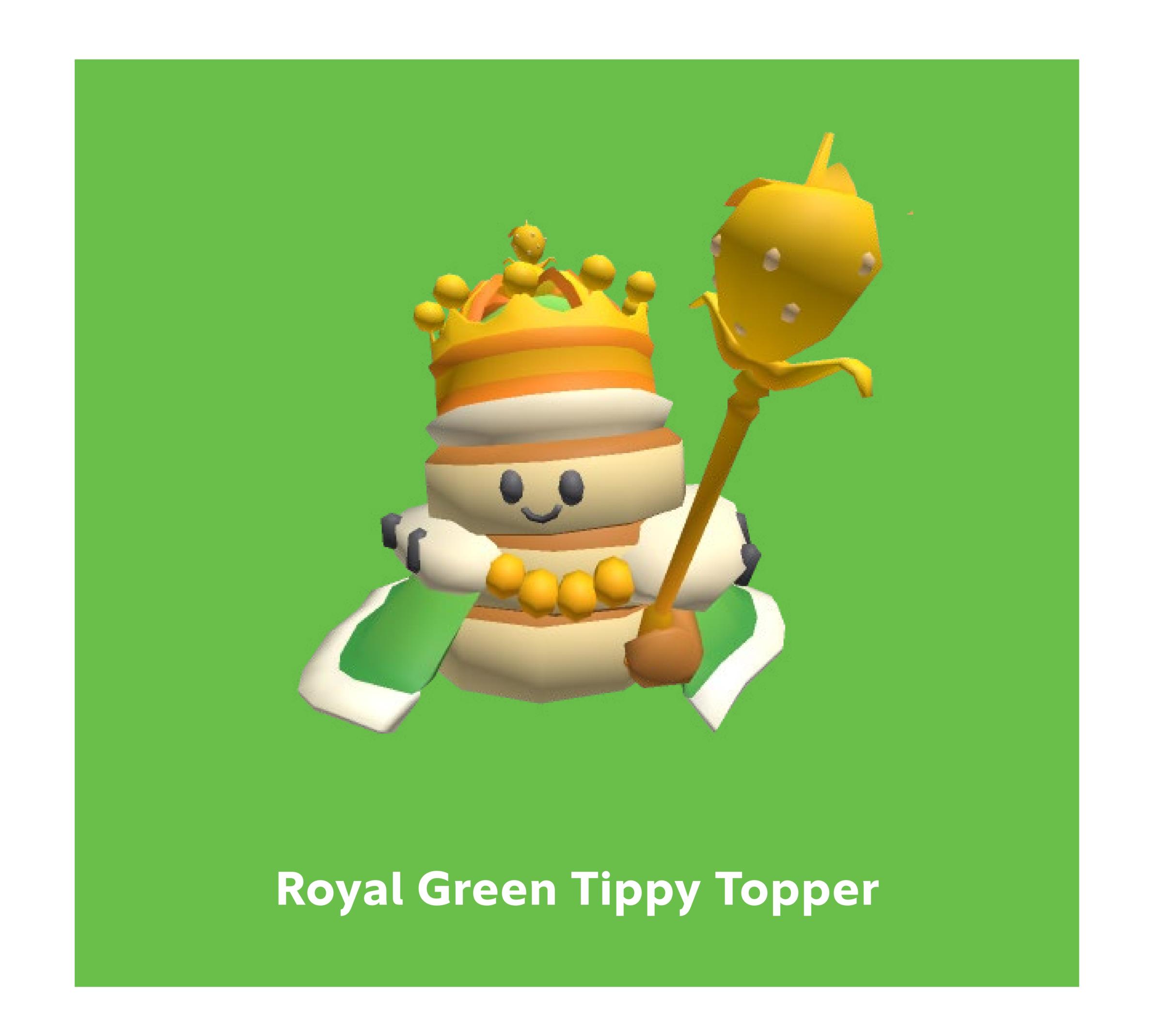


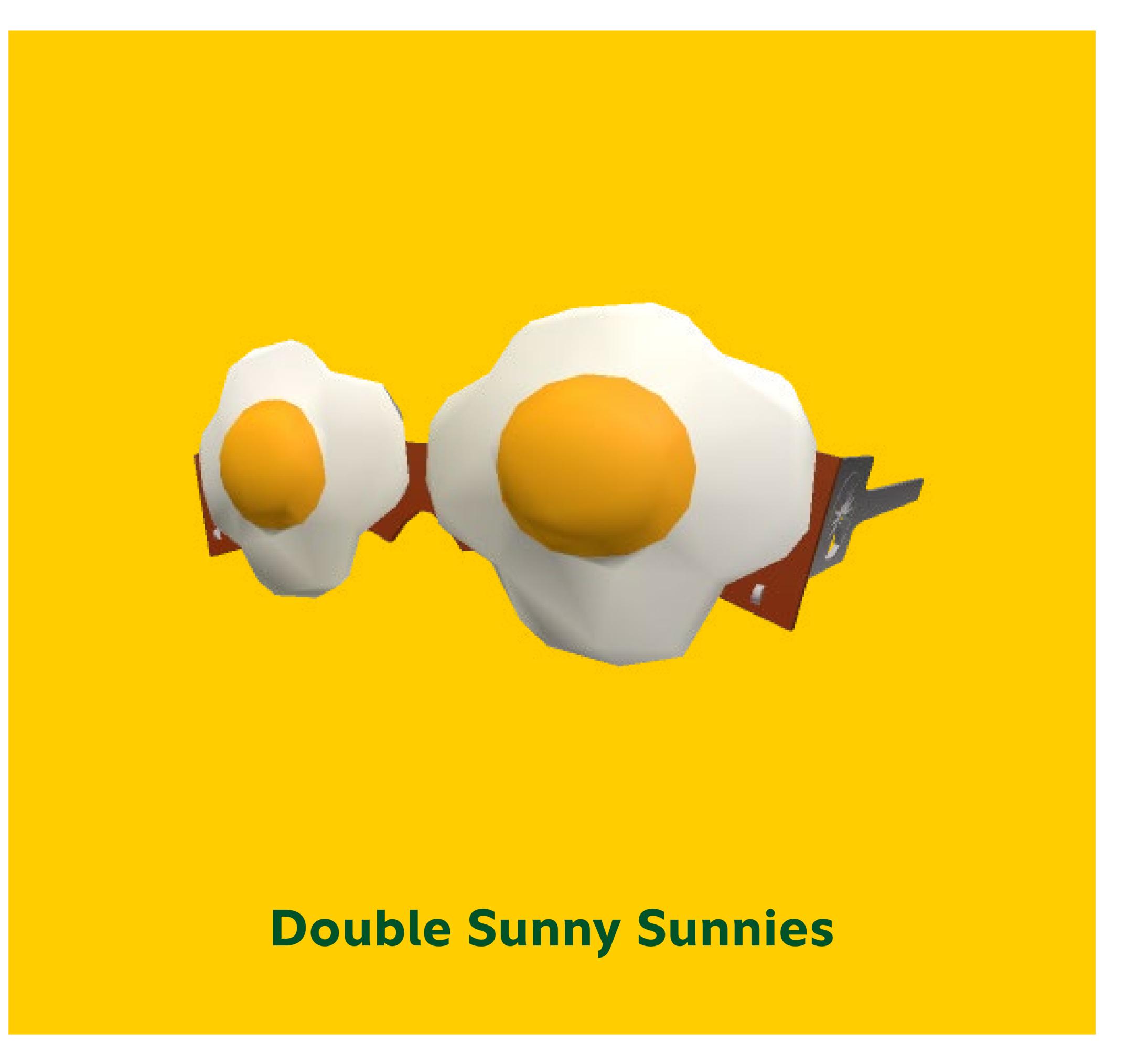


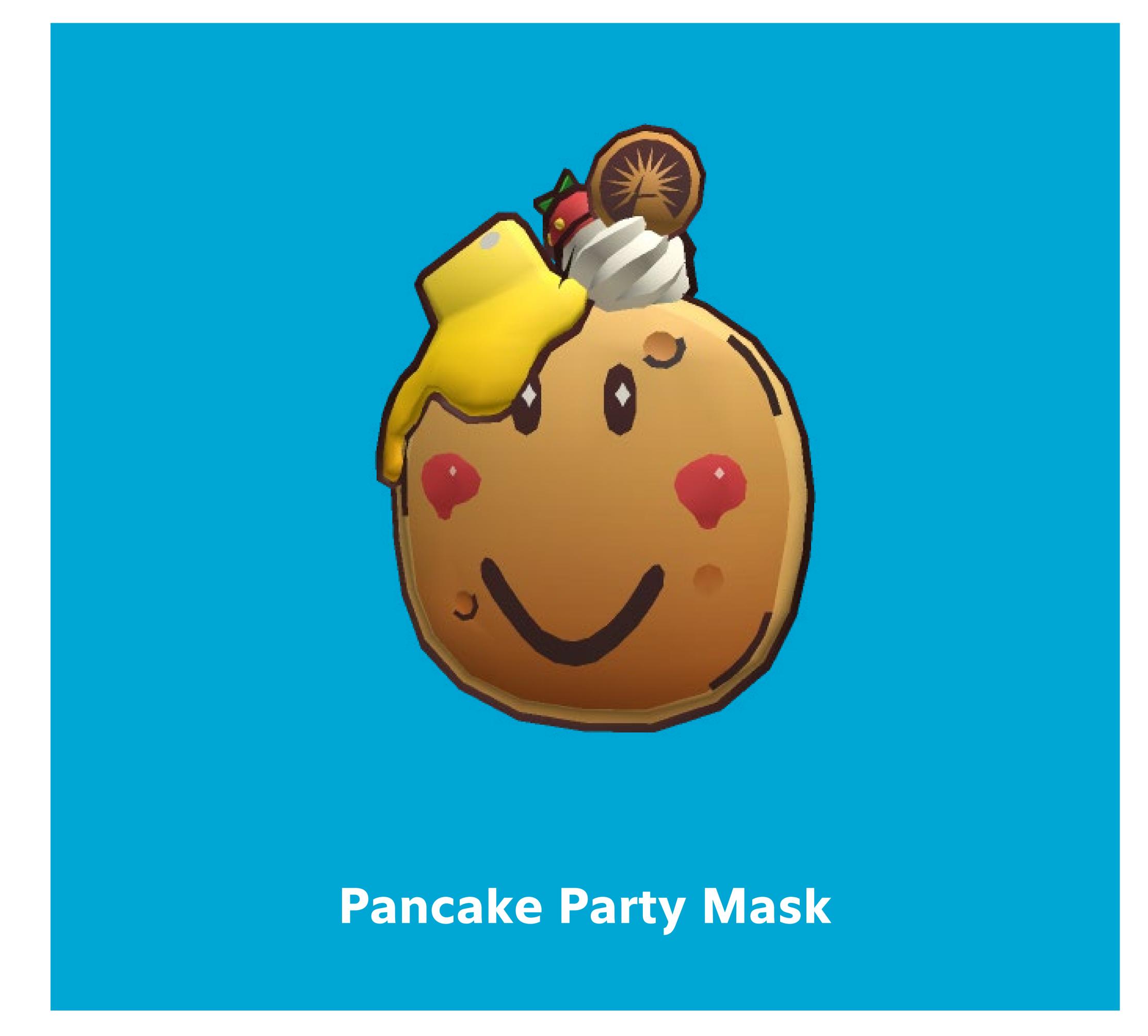


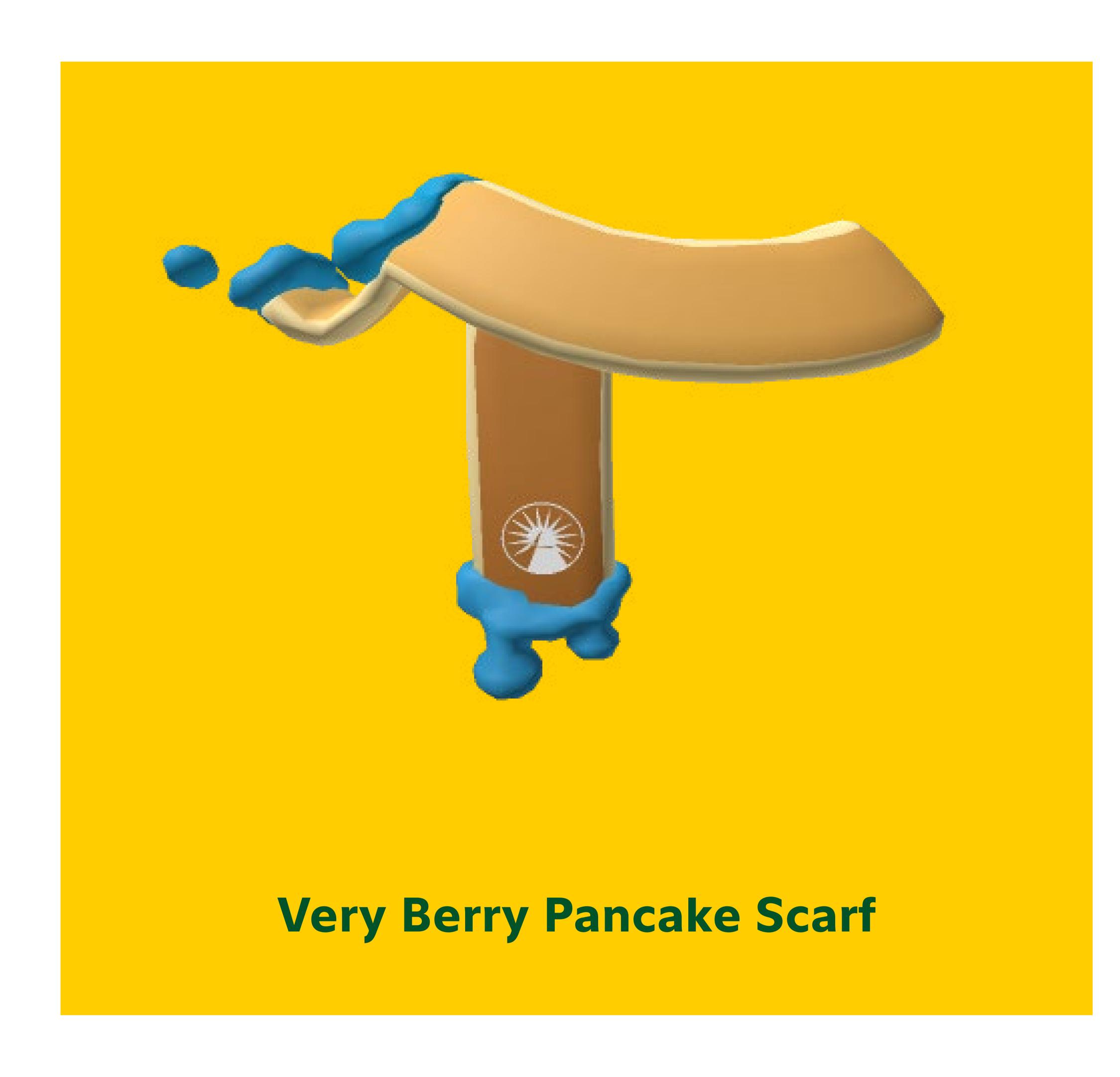


Players collected
3M+ free, digital
wearables.

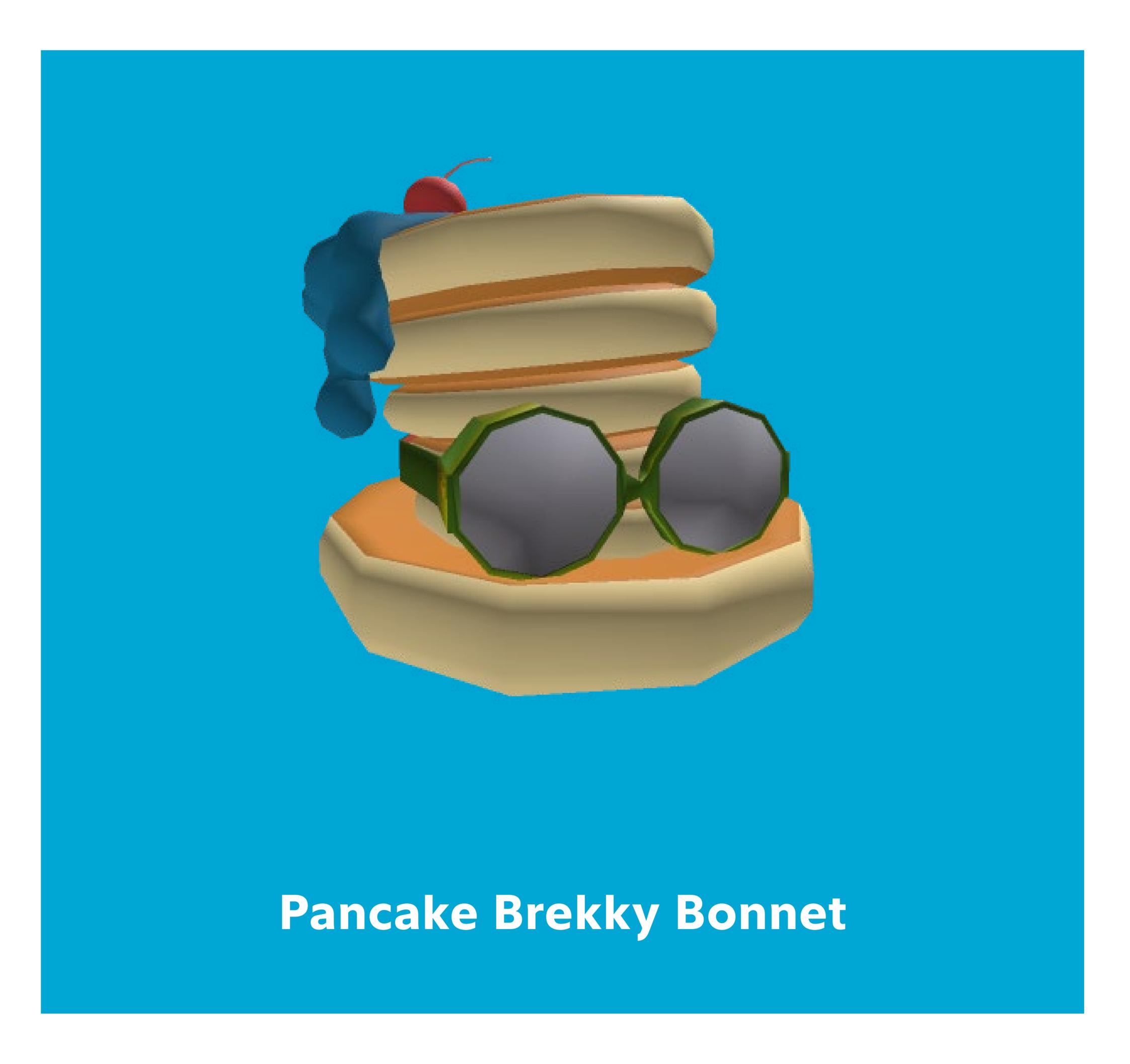




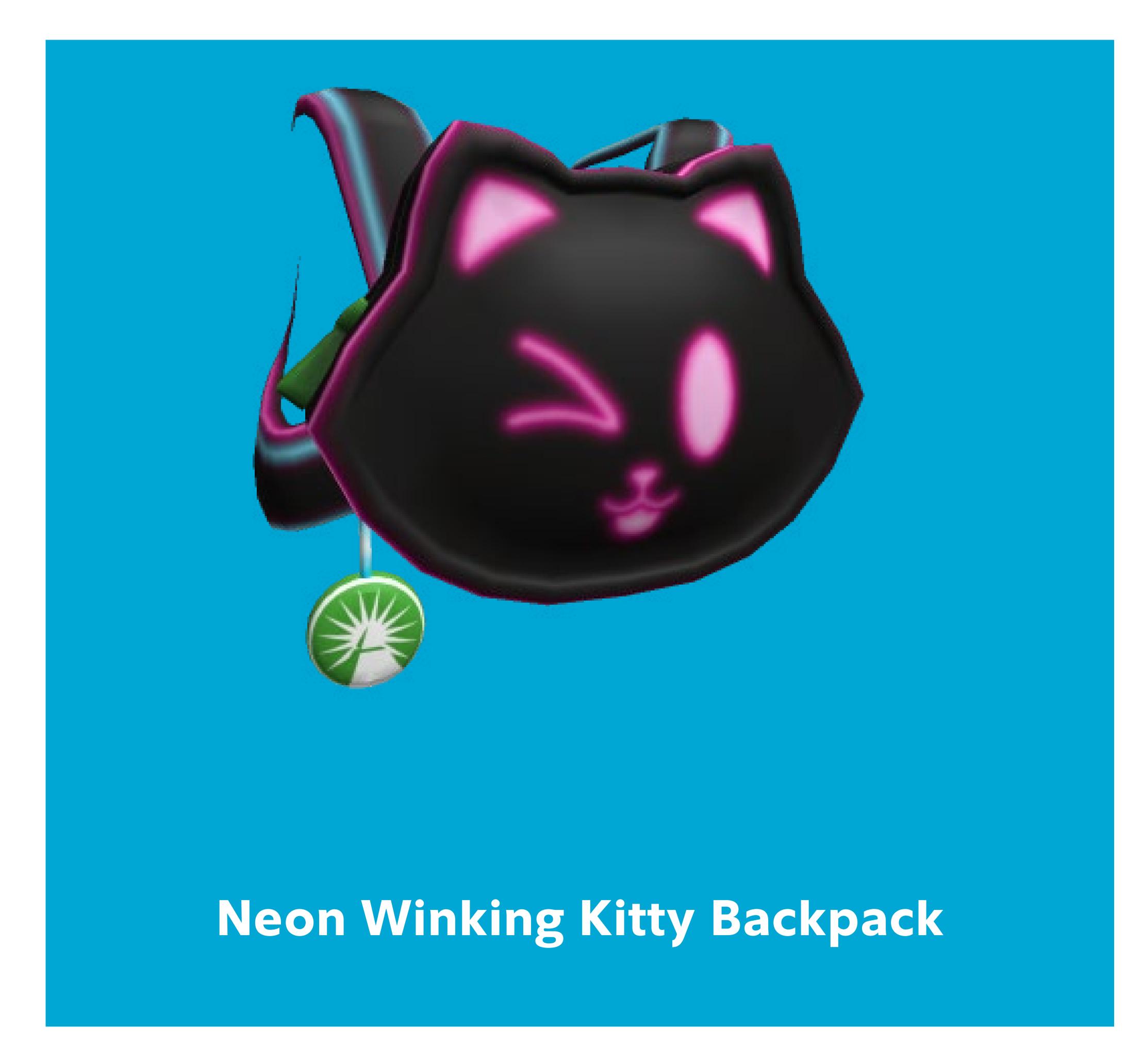


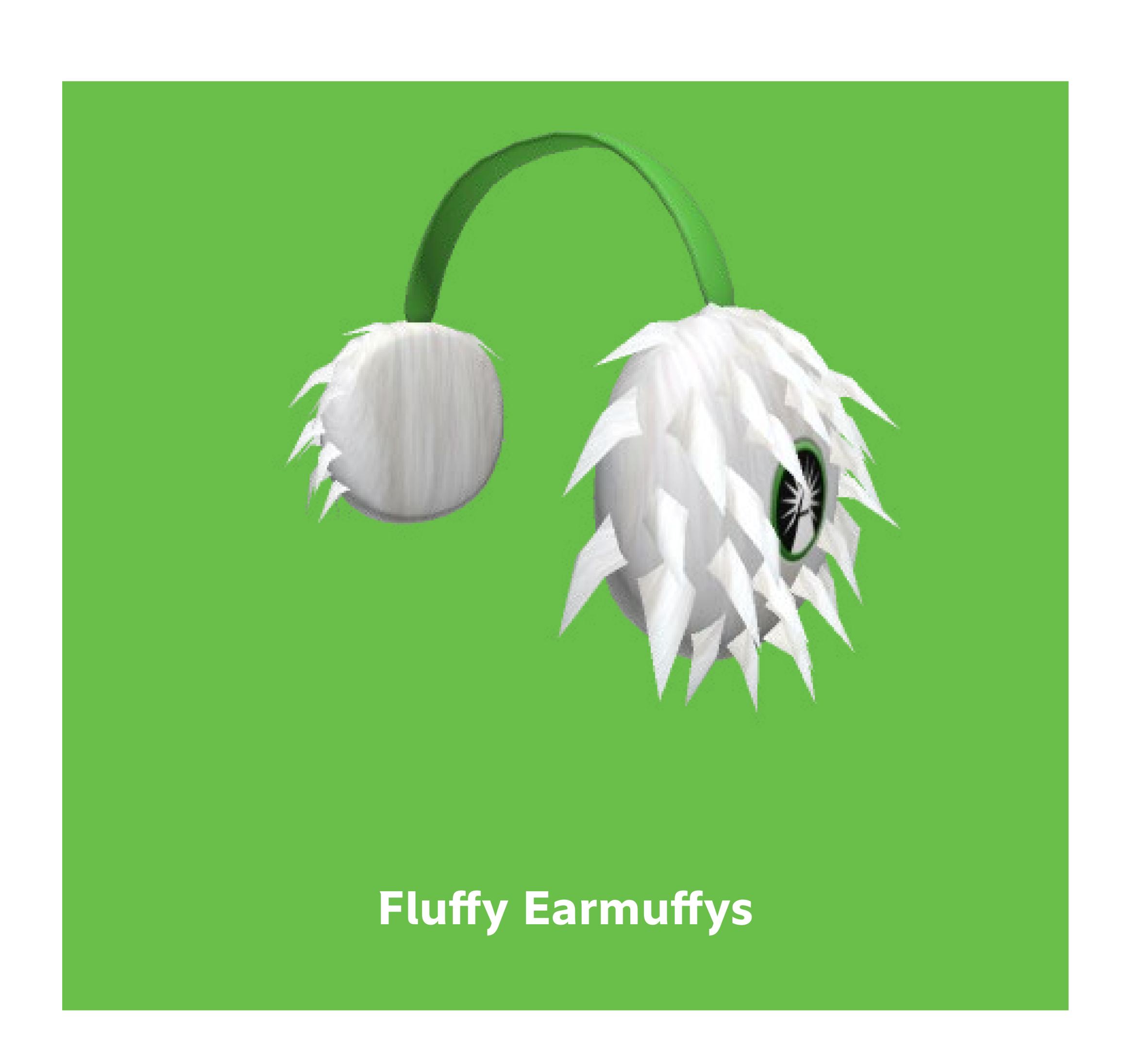


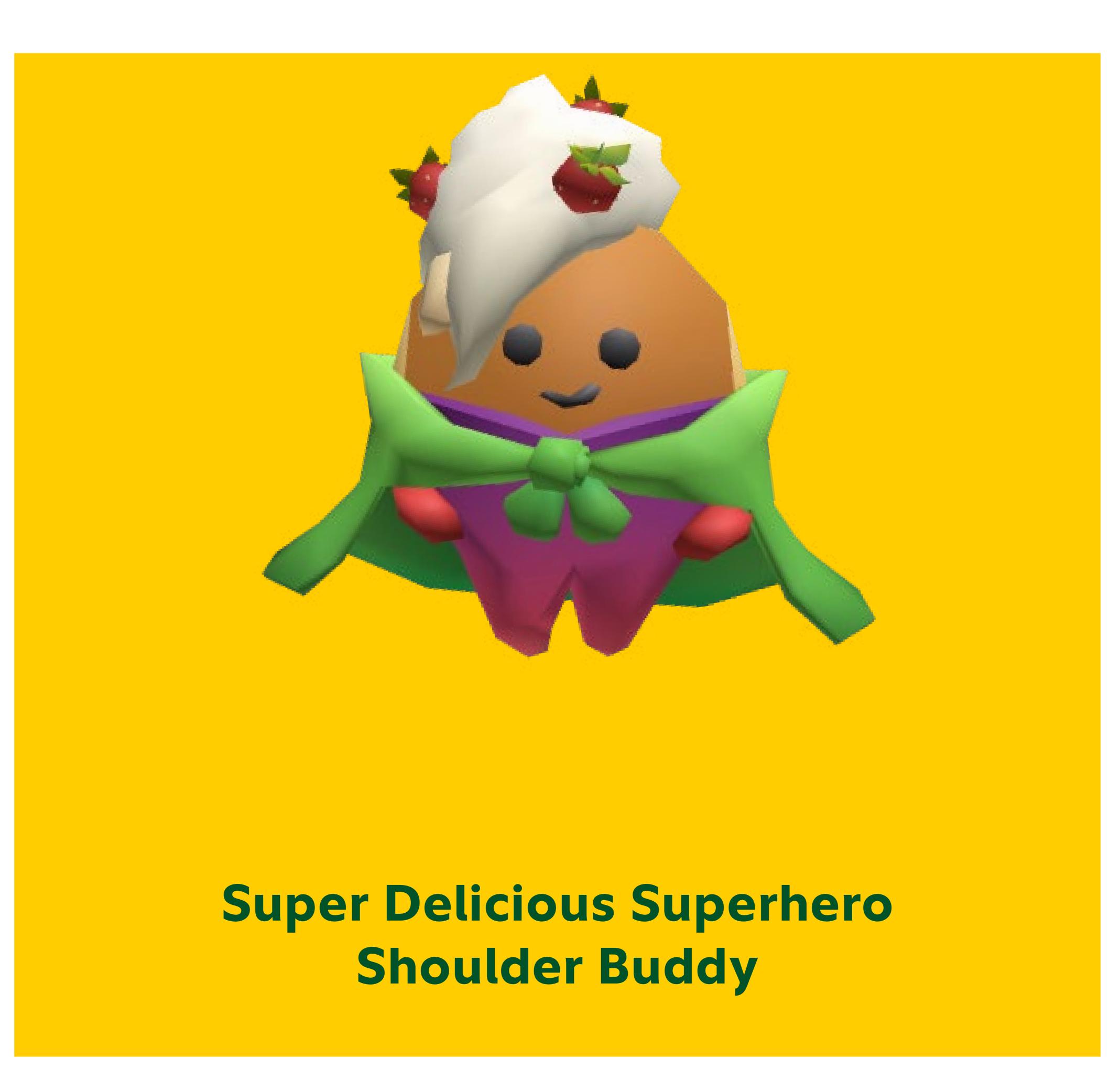


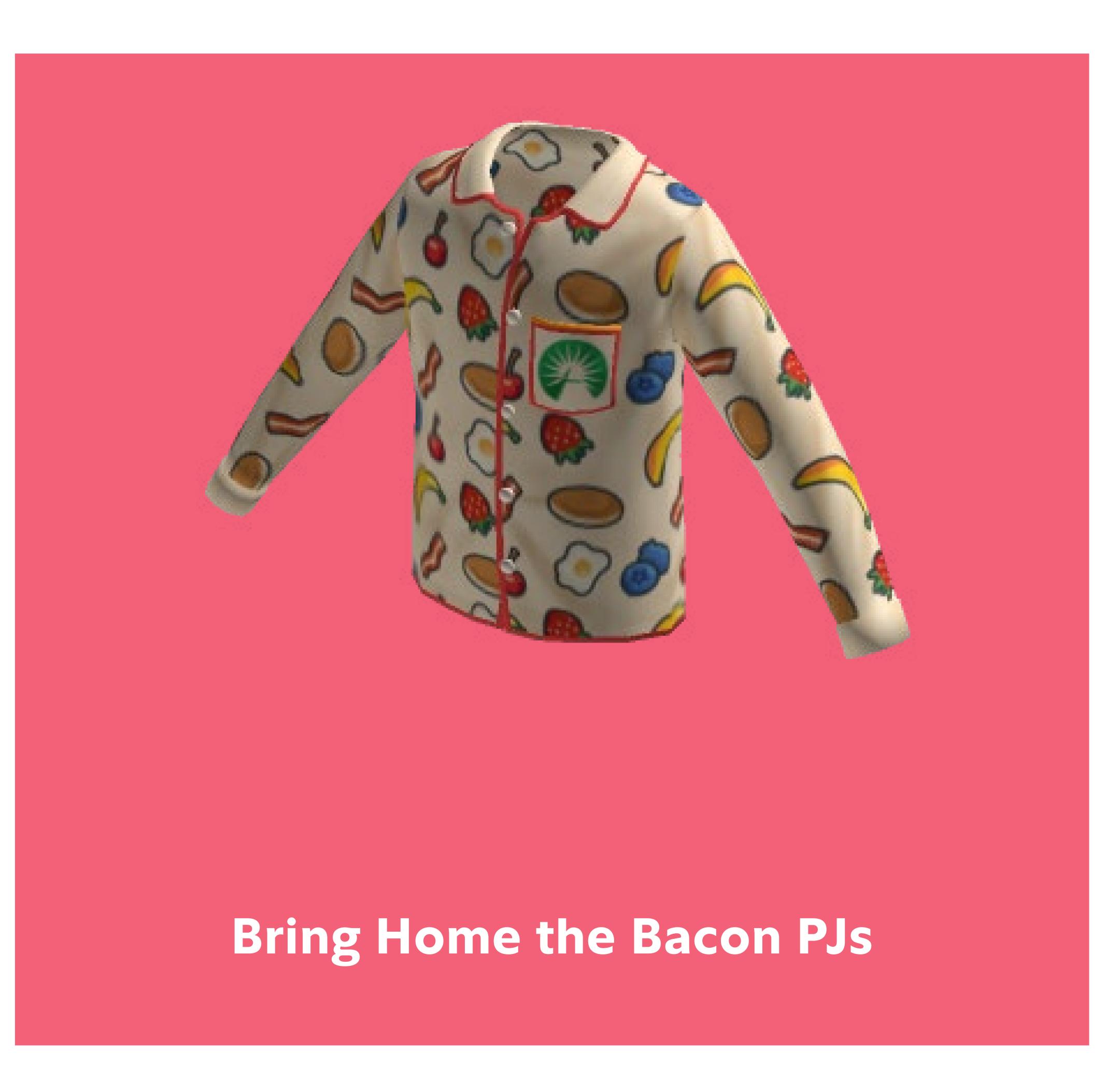














We served up education wherever we could, without getting in the way of fun.



