BATCH

Hi, we are BATCH

Games, worlds and UGC for brands in Roblox

From the idea and production to promotion and analytics — one team building brand games since 2019



batchprod.com · 2026

We build games and brand integrations in Roblox

7 years in Roblox development

40+ projects and launches

12M+ visits to our games

10 people in the team

OUR GAMES



MTS JUN-PARK

1.78M visits

3M+ reach



MTS RIIL TOWN 2.0

650K visits

10+ min avg. session



PIXEL FARM TYCOON 2D

50K+ visits

1,800+ favourites, no promo

TECHNICAL TEAM

formerly part of the studio team behind these projects · two Effie golds · figures are visits



Auchan City
Auchan
28.5M+



ACTICITY
Actimuno
10M+



Rastizavr Planet
Rastishka
3.9M+



JUN-PARK
MTS
1.5M+



Turbozaurs
Karamel & Co
1.5M+



RIIL TOWN
MTS
1.4M+



SLAVDALAND
Slavda Group
300K+



Mangomir
VkusVill
300K+



M.Prazdnik
M.Video
200K+



Rosa Khutor
Rosa Khutor × Interros
10K+

Roblox is not one game but a platform of millions of game worlds

One account
One avatar and friends across millions of games

Any device
Phones, computers and consoles

With friends
Playing together, chatting, competitions and events

Marketplace
Clothes and accessories for the avatar

Roblox Studio
The tool where games and integrations are built

Robux
The platform currency for digital goods

WORLD · Q2 2026

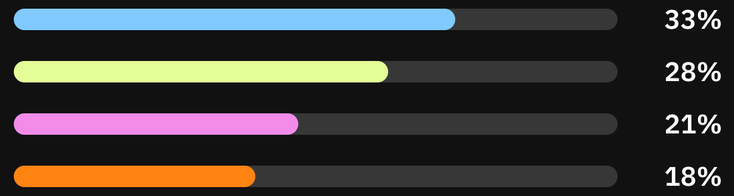
123M
daily active users

29B
hours engaged per quarter

~2.6 h
a day per daily user

82%
of daily users outside the US & Canada

WHERE THE DAILY AUDIENCE IS



AGE · AGE-CHECKED DAILY USERS

35%	38%	27%
under 13	13–17	18+

SOURCE: ROBLOX Q2 2026 SHAREHOLDER LETTER; AGE MIX APPLIES TO AGE-CHECKED DAILY USERS

One platform — many ways for a brand to be present

Formats work together: an own world gathers the audience, integrations and ads bring it in, UGC and events bring it back

Own branded world

A full game: story, quests, mini-games, economy and progression

Integration into top games

A location, quest, character or ads where the audience already is

UGC and digital fashion

Avatar items: the brand becomes part of the player's look

Events and live ops

Seasonal updates, concerts, tournaments and limited-time mechanics

Rewards and economy

Branded currency, badges, collections, daily quests

Link to purchase

A receipt, QR or promo code unlocks items and content in the game

Community

Clans, leaderboards, votes and an always-on touchpoint

Creators and ads

Portals, Roblox Ads, platform streamers and creators

Global brands already building in Roblox

All | Fashion & beauty | Food & retail | Tech & services | Media & sport

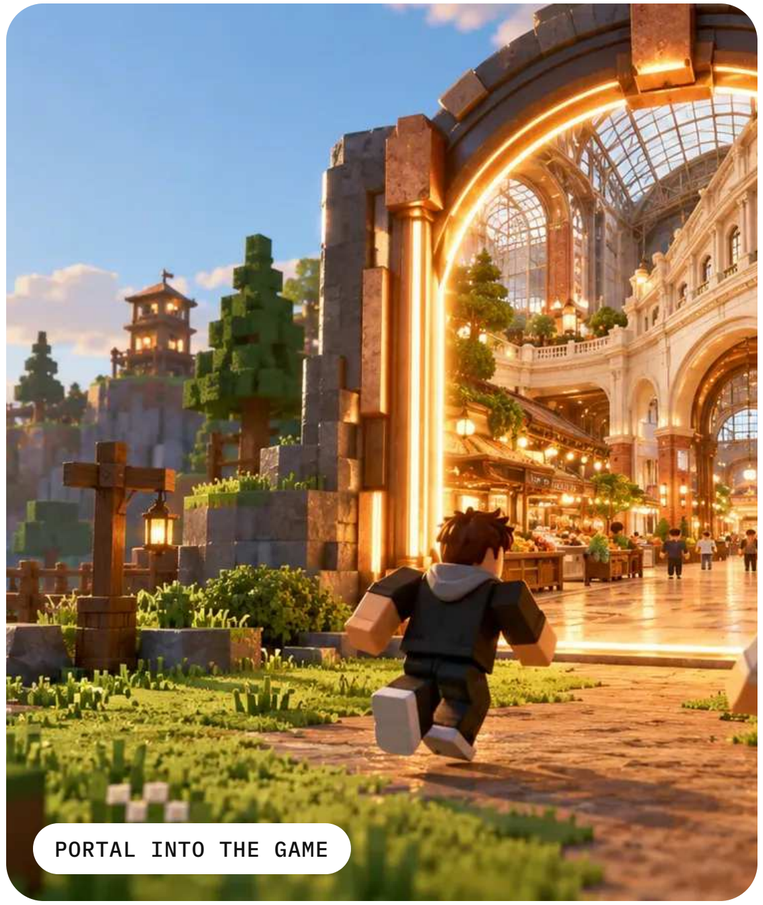
600+ brand games and campaigns in 2025

210+ brands with content on the platform

Nike Nikeland	**Gucci** Gucci Town	**Vans** Vans World	**Ralph Lauren** Winter Escape
H&M Looooptopia	**e.l.f.** e.l.f. UP!	**Givenchy Beauty** Beauty House	**essence** Kingdom of Essentia
Walmart Walmart Discovered	**Chipotle** Burrito Builder	**IKEA** The Co-Worker	**Lunchables** Lunch Points
McCain Farms of the Future	**Hyundai** Mobility Adventure	**Samsung** Superstar Galaxy	**CAIXA** CAIXA Universe
Indeed Job City	**Netflix** Nextworld	**Spotify** Spotify Island	**Barbie** DreamHouse Tycoon
NFL NFL Universe	**FIFA** Super Soccer	**adidas** Football Festival	**Cartoon Network** Game On!

TAP A CATEGORY TO HIGHLIGHT BRANDS

Launch is only the start: how players find the game



PORTAL INTO THE GAME

1 Ad portals

A player walks through a portal in a popular game into the brand world

TELEPORTS, COST PER VISIT

2 Roblox Ads

Ads in recommendations, search and inside other games

IMPRESSIONS, CLICKS, COST PER PLAYER

3 Creators and streamers

Walkthroughs, launch streams, tournaments and collab items

REACH, NEW PLAYERS, RETURN

4 Quests in partner games

Meet the brand in a familiar game, then jump to its world

PARTICIPANTS, COMPLETIONS

5 Updates and events

Every update and season is a new wave of attention and a reason to return

D1/D7 RETURN, PEAK ONLINE

6 Brand channels

Website, social media, QR packaging, stores and CRM

CLICKS ON LINKS AND CODES

We promote in waves: launch, updates, seasonal events. Between waves the community keeps the audience, and the budget grows on actual results

MTS Junior: JUN-PARK — from launch to the fourth wave

GOALS **Promote the MTS Junior subscription and plan among kids and teens, build awareness through play, teach digital literacy and keep in touch between campaigns**

1.78M visits · **136K** favourites · **3** years in Roblox



JUNE 2023

JUN-PARK launch

An amusement park to promote the MTS Junior subscription: mini-games based on its services, hide-and-seek, obstacle course, beat making. In-game currency “juns” and Robux prizes

E+ Awards 2023 Gold · Brand Experience, kids' awareness KPIs exceeded



SUMMER 2023

Summer Island

First update: a new island with a beach, ice cream, bonuses, easter eggs and mini-games for the #JuniorVibeMTS summer campaign

#JuniorVibeMTS summer campaign



OCTOBER 2025

JUN-PARK 2025

A new visual style and a four-zone quest on digital literacy: spot a scam call, filter content, build a plan, defend the park's core

Digital-literacy quest · 3M+ promo reach



2026

MTS PARK 2026

“Catch the scammers” update: a park-wide quest to unmask dishonest NPCs and call the MTS defender. Daily quests, buffs and free UGC

1.78M visits and 136K favourites — the world keeps growing

TOGETHER WITH THE MOSAIC AGENCY



MTS JUN-PARK · world fly-through

MTS RIIL: a youth city in Roblox — launch and update



2025 · WAVE 1 · 25 WORKING DAYS

RIIL TOWN

Goal: introduce the new RIIL youth plan to Gen Z and Alpha through play, not ads

What we did: a cyberpunk city where the plan's perks became mechanics: NPC quests, clans and leaderboards, UGC customisation, MTS Urent and MTS Music integrations

1.4M+
visits







2025 · WAVE 2 · 3 MONTHS

RIIL TOWN 2.0

Goal: tell about the plan update — AI, unlimited data, rollover GB — and bring back first-version players

What we did: clans 2.0 and a fifth clan, LLM-powered AI NPCs, three new locations: GIGATOWER, a dance floor with an AI DJ, a hoverboard race

650K
visits

13K
favourites

10+ min
avg. session

TOGETHER WITH THE MOSAIC AGENCY

YOUR PROJECT

Roblox fits any business

The question is not “does the platform fit” but “what will people play with you”

Your customers, future employees and fans already spend hours here every day. We find the mechanic that turns the brand's product into play



What project fits your industry



Retail and e-commerce

Store tycoon: own store, orders, real assortment and a jump to the app



Food and restaurants

Kitchen or food-truck sim: recipes with the brand's products, orders for friends



Telecom, banking, services

Learning quest: the plan or product levels up the hero, safety becomes a mini-game



Fashion and beauty

UGC collection and runway: build a look, walk the show, wear the brand everywhere



Auto and travel

Expedition or test drive: routes, garage, tuning and rides together



Education and HR

City of careers: try roles, go through onboarding, choose a path



Sport and media

Tournament, fan zone and events with characters: matches, collections, premieres



Real estate and cities

A virtual district or market: walks, events and a reason to visit offline

Digital fashion: the brand on the avatar — in every game at once

The avatar is how players express themselves. They put on the brand’s item themselves and wear it in any game, in front of friends



Avatar look QUEST REWARD



Uniform BRAND COLLECTION



Beanie LIMITED DROP



Helmet SOLD FOR ROBUX

SIX WAYS TO DISTRIBUTE AN ITEM

1. **Marketplace** — Sold for Robux to every player
2. **In-game shop** — Bought inside the brand world
3. **Free drop** — A limited run for the launch
4. **Reward** — For quests and achievements
5. **Collab** — With a designer or creator
6. **Collections** — For seasons, releases and events

WHAT IT GIVES THE BUSINESS

The brand is seen beyond its own game, the community gets its gear, every new drop is a reason to return

HOW WE MEASURE

Unique owners, items claimed and bought, sales, cost per item, in-game wear

Benchmarks: what to expect from a Roblox project

Reference points from public brand cases — we set the brief’s targets from them: minutes played, visits, actions and brand effect

SESSION

10–14 min

average session in a branded game

ESSENCE 10 · FIFA SUPER SOCCER 11 · CHIPOTLE 14

DEPTH

13.3 min

per player over the campaign period

CAIXA UNIVERSE

SCALE

5M+

visits for an evergreen game with updates

ESSENCE · KINGDOM OF ESSENTIA

TOP PROJECTS

24–25M

visits for the category leaders

CHIPOTLE BURRITO BUILDER · MCCAIN FARMS OF THE FUTURE

UGC

65K

virtual items claimed by players

LUNCHABLES · LUNCH POINTS

PURCHASE

+22%

sales velocity of packs with a Roblox QR vs without

LUNCHABLES

BRAND

+13.6 pp

brand search · +10.1 pp website visits

CHIPOTLE

AD LIFT

+10 pp

visits to the brand experience · +4 pp website

ROBLOX × LATITUDE STUDY, IMMERSIVE VIDEO ADS

REWARDED VIDEO

90% / 95%

completion / viewability of the format

ROBLOX × ALEPH

REFERENCE POINTS, NOT MARKET AVERAGES: RESULTS DEPEND ON FORMAT, PROMOTION AND AUDIENCE

We measure not just the game but the contact with the brand

1 BUILT-IN ROBLOX ANALYTICS

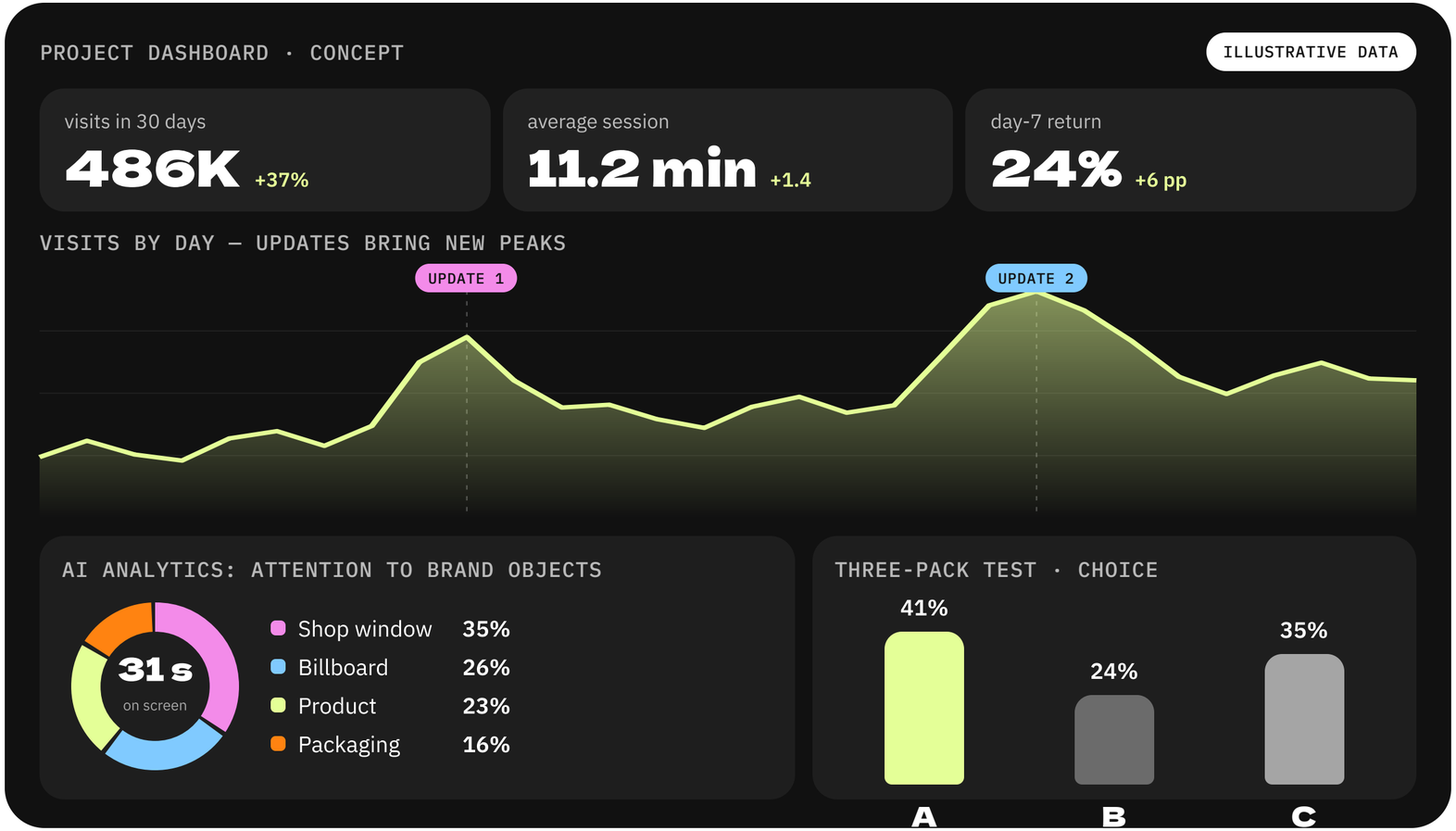
DAU and MAU, sessions, D1/D7 retention, traffic sources, demographics, monetisation

2 BATCH GAME EVENTS

Time in the brand zone, product interactions, quests, QR and promo codes, repeat visits

3 OUR OWN AI ANALYTICS

Computer vision on the camera frame: how long a brand object is on screen, how much of it, what players choose



ATTENTION IS MEASURED BY SCREEN AND CAMERA, WITH NO EYE TRACKING OR PERSONAL DATA

How we build a project: from brief to growth

01

Brief and audit

Goal, audience, KPIs, timing and budget

1–2 DAYS

02

Concept

Mechanics, economy, style, brand link

FROM 3 DAYS

03

Prototype

A playable grey-box, art and UI

1–2 WEEKS

04

Production

3D, scripting, UGC, integrations, analytics

2–8 WEEKS

05

Testing

Playtests, balance, moderation, ad labelling

~1 WEEK

06

Launch

Portals, Roblox Ads, creators, brand channels

2–4-WEEK WAVE

07

Growth

Updates, events, UGC drops, reports

MONTHLY

One team

Strategy, game design, 3D, development, promotion and analytics — no chain of contractors

AI at every stage

We research genres, make concept art and test economies and prototypes faster

Transparent for the brand

Weekly demos, test builds and sign-offs at every step

How much time and budget a project takes

01 · DEVELOPMENT

Game or integration

from $12K

2 weeks — 3 months · an average project is about $37K

- Concept, game design and economy
- 3D, UI, scripting and testing
- UGC items and brand integrations
- Analytics and launch prep

02 · PROMOTION

Players for the game

from $12K

per 2–4-week wave · the budget grows on actual results

- Portals in popular games
- Roblox Ads
- Creators, streamers and tournaments
- Cost per visit and per player report

03 · TAILORED TO YOU

We estimate individually

per brief

We adapt scope, timing and format to the brand's goal and budget

- Updates, events and live ops
- UGC collections and runs
- AI analytics and brand studies
- Purchase link, CRM, prizes

DEVELOPMENT TIME

2 weeks — UGC and compact solutions

1 month — integrations and richer games

up to 3 months — large worlds

INDICATIVE FIGURES BEFORE TAXES, CONVERTED FROM RUB AT ~80 RUB/USD. WE PREPARE AN EXACT ESTIMATE AND SCHEDULE AFTER THE BRIEF



We’d love to work with you!

Tell us your goal – we show the first concept 3 days after the brief

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BATCH