


ENGAGEMENT AT SONIC SPEED

Paramount Studios' *Sonic the Hedgehog 2* was featured in the all-new Nickverse Roblox experience leading up to The Kid's Choice Awards 2022 and helped deliver a record-breaking #1 box office opening for the film


CONCEPT

INTEGRATION INTO A FULLY IMMERSIVE EXPERIENCE



BRAND PARTNERSHIP

FULLY BRANDED ELEMENTS FOR HOLISTIC ACTIVATION



IMPACT

SIGNIFICANT REACH + STRONG PERFORMANCE

SOCIAL RESULTS

nickelodeon. **8.2M** IMPS | **1.1M** VIDEO VIEWS | **1.2M** CLICK + VIEWS

NICK PARENTS NEWSLETTER **1.8M** DELIVERED | **228K** OPENS

A18+ AD PERFORMANCE (PHOENIX BRAND EFFECT)

155K+ TOTAL USERS | **878K+** TOTAL SONIC OBBY TIME | **373K+** TOTAL IMPRESSIONS

Paramount received a fully custom *Sonic the Hedgehog 2* Obby featuring a Sonic non-playable character, in-game billboards and collectible Sonic shoe boosters