

alo sanctuary



Alo Builds a Wellness Sanctuary for Wellbeing on Roblox

Alo partnered with development studio Sawhorse to bring meditation to the metaverse. Together they created an island oasis experience on Roblox, bringing their mission of wellness into a new digital landscape and enabling users to practice mindfulness and yoga with guided meditations, workout videos, interactive quests, and more.

20+ MILLION
MEDITATIONS¹

26% INCREASE
IN PURCHASE INTENT FROM
VISITORS TO THE EXPERIENCE

(Compared to a control group)

13.1 MILLION
ITEMS ACQUIRED¹

Create brand affinity through an engaging and authentic, high-fidelity experience: Alo Sanctuary takes visitors on a journey to a lush, calming paradise where they can practice mindfulness with friends in open-air spaces with immersive sound, soothing beaches, scenic mountain vistas and a digital storefront featuring a curated collection of Alo items.



¹ From February 10th to June 21st, 2022

Increase daily engagement with fresh content:

content: Each day, visitors could complete a new free guided meditation to earn exclusive Alo merch (virtual merchandise) for their avatar. Over ten million meditations were completed within the first 30 days after launch, driving community well-being, repeat traffic to the experience and increasing engagement time with the Alo brand. The original, fresh content was beneficial to the Roblox community, with visitors stating it helped relieve their stress and anxiety.

Community Feedback

“This changed my life. Alo Sanctuary helped me start my meditation practices, and I still do them today.” - Roblox User

“[Alo Sanctuary] inspires and teaches me to be my best self. I haven’t felt that way in a long time.” - Roblox User

“[Alo Sanctuary] helps me reduce my stress and negative thoughts.” - Roblox User



Leverage influencers to drive community engagement:

For their marketing campaign, Alo partnered with influencers from their community to raise awareness of their experience and spread their message of mindfulness in the metaverse. This micro- and macro- influencer program helped Alo achieve over 19 million visits to their experience within the first 30 days after launch.

Increase intent to purchase from the brand²:

Through a focused brand lift study, we learned that those who visited the experience had developed a greater affinity to Alo, with a 26% increase in purchase intent. The majority of people in both study groups had not purchased any Alo products previously, but nearly half of the visiting group (46%) said they’d be “likely” to purchase from Alo the next time they wanted athletic clothing (compared to just 1 in 5 in the control group).



By creating a persistent digital space that embodies their mission, Alo was able to deliver not just a unique experience for their fans, but a way to reach their goal of inspiring mental wellbeing among the community. High fidelity, purpose based experiences amplified by trusted voices, can create an authentic and lasting connection with audiences on Roblox from all over the world.

² A virtual focus group of people aged 16-24 (identified as 50% men and 50% women) was held on March 28-30, 2022. A group of 30 visited the Alo Sanctuary experience, while another 100 surveyed as the control.