



Vans on Roblox: Creating an Immersive Virtual Experience that Stayed True to Their Brand

Vans wanted to create a virtual world that showcased the brand as one might experience it in real life, but enhanced with features that would unlock the potential for more creativity, connection, and play. Thus, Vans turned to development studio The Gang Stockholm to help create an immersive experience on Roblox that enabled fans worldwide to explore, express themselves, and connect with friends in ways that felt authentic to their brand.

OVER 60 MILLION
VISITS*

* From September 2021 - April 2022

94%
POSITIVE SENTIMENT*

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Simulating real-life experiences: Vans and The Gang designed a series of locales inspired by world-famous destinations, so visitors could skateboard with their friends in iconic locations like Venice Beach and the House of Vans in London.

Staying true to skateboard culture: Given that skateboarding is a foundational component of the Vans brand, it was important that real-life skateboarding tricks such as the kickflip, the pop shove-it, and the heelflip were built into the experience to make it feel as authentic and as engaging as possible.

Integrating social elements: Vans worked with The Gang to add interactive elements throughout the world so users could compete in hourly skateboarding competitions with other people in the same server or earn Waffle Coins by performing tricks.



Customizable virtual goods: Personalizing one's avatar is a natural behavior on Roblox. With that in mind, Vans brought their online customs experience to life within Vans World. In the virtual customizer, visitors can design their own Vans shoes just as they can in the physical world. Users can also build and customize their own skateboard, purchase apparel and accessories for their avatar, and collect coins to upgrade their tricks – driving experience retention and virality.



Vans World continues to be a successful activation on Roblox, garnering over 60 million visits to date and a 94% positive sentiment rating. The outcome proves just how important it is to know and understand what your audience expects from your brand so that you can then instill that same sense of authenticity in a digital expression on Roblox.