Proximus brings

PUKKELPOP

to Roblox

proximus

Connect with Gen Z

Connect with Gen Z

Nesting

Teenagers need a safe space
Post pandemic effect where teenagers want to be in control over their own space
Physically in their room, digitally in their game

Connect with Gen Z

The rise of the teen recluse
More than half of 11 to 18 year-olds spend
most of their free time in their rooms
Source: The Times

Hikikomori

Connect with Gen Z

▶ ## Reach them **where they are**

Roblox has **290k players in Belgium**, with the biggest

category being between 16 and 23 years old

Reconnect them to **society**

With a digital festival and concert, we want to organize a

get-together with peers, in their safe space

Let's get physical

Get rid of the Hikikomori by giving them a chance to win the real-

life experience

Connect with Gen Z

Reach them **where they are**

Roblox has 290k players in Belgium, with the biggest category

being between 16 and 23 years old

▶ **Reconnect** them to **society**

With a **digital festival** and concert, we want to organize a

get-together with peers, in their **safe space**

Let's get physical

Get rid of the Hikikomori by giving them a chance to win the real-

life experience

Connect with Gen Z

Reach them **where they are**

Roblox has 290k players in Belgium, with the biggest category

being between 16 and 23 years old

Reconnect them to **society**

With a digital festival and concert, we want to organize a

get-together with peers, in their safe space

▷ **Let's get physical**

Get rid of the Hikikomori by giving them a chance to win the **real-

life experience**

So we launched

Local partners

Yondr game developers
Adshot influencers
Pukkelpop festival

The Roblox world

A **digital twin** of Pukkelpop

The artist

Ise, a 17-year-old artist, getting the chance to be the first digital

We won the hearts of Gen Z

+10.000 players

Experienced a digital Pukkelpop full of **Fiber possibilities**

+1.200 contesters

Battled for a Pukkelpop ticket at the digital Proximus boot

88% opt ins

to get informed when Fiber is available at their house

Thank you AMMA!