FOR IMMEDIATE RELEASE

Lumily Labs Lowers Barriers to Entry on Roblox with £10,000 Christmas Offer for Brands

Lumily Labs Launches Affordable £10,000 Entry Package for Brands to Connect with Gen Z on Roblox This Christmas

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In an exciting move for the digital marketing world, Lumily Labs is thrilled to introduce their **"Christmas Island"** experience on Roblox. This unique festive virtual world is designed to help brands engage with **Gen Z** without the hefty price tag traditionally associated with the platform.

With **79.5 million daily active users** spending an average of **2.6 hours** a day on Roblox, Gen Z represents the fastest-growing user segment. Yet, many brands have been deterred by the high costs of entry, with standalone brand experiences starting at £100k+ and integrations in existing experiences at £40k.

Lumily Labs is breaking down these barriers with a highly competitive £10,000 package, offering a cost-effective way for brands to tap into this vibrant community during the holiday season. The Christmas Island Package includes **a custom Christmas showroom, a branded mini-game and exclusive digital fashion wearables.**
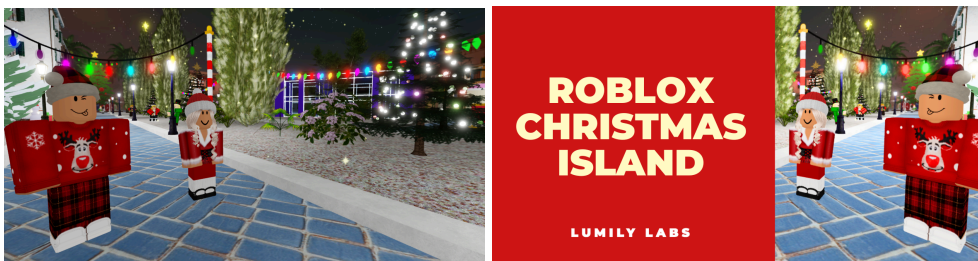
About Lumily Labs:

Lumily Labs is a pioneering digital marketing and experiential studio focused on creating immersive, gamified experiences for brands. Founded by Kristina Hayhoe and Julia Muszynski, the studio specialises in bridging the gap between brands and Gen Z through innovative virtual worlds. With experience working with global brands like adidas, P&G, and Google, Lumily Labs is dedicated to make innovative digital marketing solutions accessible to brands.

How to Get Involved:

To take advantage of this unique opportunity and discover how brands can shine on Roblox's Christmas Island, visit www.lumilylabs.io or contact Lumily Labs team **by the end of October** at info@lumilylabs.io. The Lumily Labs team is ready to help you get started and make the most of this festive season on Roblox.

Images (Credit: Roblox):

Images download link (image credit: Roblox):
https://www.dropbox.com/scl/fo/4dbn1a3acyd3rhr5ic751/APH9EOxJ-2sE4v8lDIYe4R0?rlkey=gxtox42v7xc85pcb9v1jhx4sl&st=e72n5zcr&dl=0