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Dentsu Produces Egg Hunt 2026: The Grand Eggspress, a Major Roblox Adventure RPG

- Establishing a New Community-Driven Marketing Model and Supporting the Creation and Global Expansion of Original IP Born on Roblox -

Dentsu Group Inc. (Head Office: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano; Dentsu Group Inc. and its Group companies are hereinafter collectively referred to as "dentsu"), in collaboration with GeekOut Inc.*¹ and Studio Koi Koi Inc.*², today announced that it oversees the comprehensive planning and creative supervision of *Egg Hunt 2026: The Grand Eggspress*, a large-scale adventure RPG experience for Roblox*³, an immersive gaming and creation platform, while also supporting its global expansion. The project is being developed as part of House of Creators*⁴, dentsu's initiative dedicated to discovering and supporting content creators while expanding creator-driven content businesses. Through this project, dentsu aims to build a new model for the creator economy*⁵ and community-driven marketing. The project also seeks to explore pathways for bringing new content and intellectual property (IP) emerging from communities to global market.

This project represents a large-scale, community-led content initiative on Roblox. Carrying forward the legacy and creative culture of Roblox's beloved Egg Hunt events, the project brings together creators, developers, fans, and community members from across the globe to participate in development, crowdfunding, and community building.



Trailer: <https://www.youtube.com/watch?v=xY4tBYKHFGw>

The relationship between audiences, brands, and content is rapidly evolving*⁶. The industry is moving toward a model where communities actively participate in creating, shaping, and growing the experiences they care about.

This shift is especially visible on UGC platforms such as Roblox, where users can become creators themselves and contribute not only to content creation, but also to planning, distribution, engagement, and community growth.

Egg Hunt 2026: The Grand Eggspress embraces a “process economy” approach and embodies this community-driven model of creation. Developers, creators, and fans from around the world have participated in various ways, including creative collaboration, crowdfunding, community operations, and feedback. Guided by the principle of “For the Community, By the Community,” the project demonstrates a new approach to entertainment development powered by community participation.

The project also uses a dedicated Discord^{*7} server as its community hub, creating a shared space where developers, players, and creators can interact throughout the development process. Concept art, character designs, gameplay footage, and other development materials have been shared in stages, allowing the community to engage with the creative process and provide feedback as the project evolves.

By sharing not only the finished experience but also the process behind its creation, the project practices a new form of community engagement in which fans can participate from the development stage and help grow the experience together.

Roblox is an immersive gaming and creation platform that offers people millions of ways to be together, inviting its community to explore, create, and share endless unique games and has become an important launchpad for new creators, communities, and original IP.

Dentsu continues to collaborate with IP owners, brands, creators, and development studios across Roblox and other UGC media environments, supporting the global expansion of Japanese content while exploring new opportunities for original IP creation.

Egg Hunt 2026: The Grand Eggspress is one example of this vision in action. Beyond the game itself, the project has the potential to expand into broader entertainment and licensing opportunities, including merchandise, events, publishing initiatives, and future content experiences. By combining Roblox, Discord, and crowdfunding into a unified ecosystem, the project integrates community building, content development, funding, and promotion into a single creator economy model. Dentsu aims to establish this project as a new model case for growing community-born original IP into the global market.

As part of its commitment to entertainment as a strategic growth domain, dentsu will continue supporting next-generation content creators and fostering new content businesses through community-driven marketing and original IP creation.

Project Overview

Egg Hunt is a seasonal Roblox tradition inspired by Easter, where players explore immersive worlds in search of hidden Eggs. Among the many Egg Hunt events held over the years, Egg Hunt 2018 remains one of the most celebrated community experiences in Roblox history and continues to be fondly remembered by players today. For years, fans around the world have called for its return.

Egg Hunt 2026: The Grand Eggspress carries that spirit into a brand-new adventure. Players board the mysterious “Grand Eggspress” train and travel across six worlds alongside their companion, Pip. Throughout the experience, players will search for more than 100 collectible Eggs while solving puzzles, completing quests, interacting with NPCs, and uncovering the mystery behind the legendary Century Egg.

Designed as a large-scale title with more than 10 hours of gameplay, the experience will continue to evolve through four weeks of live content updates following launch.

Project Structure

dentsu

As part of its next-generation creator support initiative "House of Creators," dentsu leads overall project production and creative supervision, next-generation community development, Roblox-originated original IP creation, and global expansion.

GeekOut Inc.

Roblox partnerships, project management, publishing, and community strategy support.

Studio Koi Koi Inc.

Game development, live operations, and creative production.

Related Links

Roblox Game Page: <https://www.roblox.com/games/116860802165353/Egg-Hunt-2026-The-Grand-Eggspress>

Official X: <https://x.com/Koiverse>

Kickstarter: <https://www.kickstarter.com/projects/studiokoikoi/egg-hunt-2026/description>

***1:** About GeekOut Inc.

GeekOut Inc. collaborates with Roblox, an immersive gaming and creation platform, and domestic and international development studios to promote immersive media development of IP and corporate brands and co-creation with the creator community.

URL: <https://geek-out.io/en/>

***2:** About Studio Koi Koi Inc.

Studio Koi Koi is a small independent game studio on Roblox trying to make the best games possible for its players with a passion for creating unique and artistically interesting games that captivate players with immersive worlds and engaging stories.

URL: <https://studiokoikoi.com/about>

***3:** About Roblox

Roblox is an immersive gaming and creation platform that offers people millions of ways to be together, inviting its community to explore, create, and share endless unique games. Its vision is to reimagine the way people come together— in a world that's safe, civil, and optimistic. To achieve this vision, it is building an innovative company that, together, with the Roblox community, has the ability to strengthen our social fabric and support economic growth for people around the world.

For more about Roblox, please visit their website (<https://corp.roblox.com>).

***4:** House of Creators is dentsu's support next generation creators who make and share content on online social platforms around the world. Please see details below:

"Dentsu Launches 'House of Creators' to Inspire Excitement Worldwide by Supporting Next Generation Content Creators" (News Release from Dentsu Group Inc., September 11, 2024)

URL: <https://www.group.dentsu.com/en/news/release/001305.html>

***5:** a platform-driven economy in which creators produce content, products, or services and distribute them directly to their audience through social media platforms and emerging technologies

***6:** "Dentsu Hosted Session Titled 'Igniting with Creators' with UGC Creator and Roblox at Cannes Lions" (News Release from Dentsu Group Inc., June 29, 2026)

URL: <https://www.group.dentsu.com/en/news/release/001687.html>

***7:** instant social platform that allows communication through voice calls, video calls, text messaging, and media

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