

**transcosmos and Future Design Shibuya launch “FIND THE HALLOWEEN SHIBUYA” on Roblox**

Spreading Shibuya’s charm and driving mindset change through a Halloween-themed digital experience

transcosmos inc. (Headquarters: Tokyo, Japan; transcosmos) and Future Design Shibuya General Incorporated Association (Future Design Shibuya) will launch “FIND THE HALLOWEEN SHIBUYA,” a Halloween-themed game experience on Roblox, a popular global immersive platform. This initiative is a part of **the Shibuya Good Manner Project, a movement aiming at making Shibuya a safer and more secure city**. Building on their previous “Urban Problems x Digital Experience” initiative—first introduced on Fortnite last year to address urban challenges (\*1)—transcosmos and Future Design Shibuya are now expanding their efforts to Roblox to reach a broader audience, including younger generations and international users. Through engaging in gameplay, players will discover the charm of Shibuya while learning about good manners.



\*1 Visit transcosmos news release here: <https://www.trans-cosmos.co.jp/english/company/news/241219.html>

**■Background**

In 2024, transcosmos began using Metaverse gaming to encourage younger generations and overseas visitors to see Shibuya’s urban challenges as their own. Centered on the themes of “Join” and “Find,” the new game offers interactive experiences where **players engage in quests to discover** Shibuya’s culture and **learn good manners**. With rewards such as badges and special items, the game delivers a blend of fun and learning.

**■Key features**

- **Game experience featuring Halloween, Shibuya, and Good manners**  
Set in a theme park-style Shibuya, the game invites players to complete quests that promote good manners and community-friendly behavior—such as keeping the city clean—while enjoying Halloween costumes and discovering local culture.
- **Expanding collaborations with businesses and organizations**  
Additional collaborations will follow, leveraging the distinctive opportunities created by city-originated events. The first partnerships include a new collaborative experience with JELEE—an artist known for Tamagotchi, BEYBLADE, as well as an anime series Jellyfish Can’t Swim in the Night to generate buzz and encourage repeat play.
- **Growing user engagement through community partnerships**  
The game will collaborate with Rob Festival Halloween 2025, a large-scale event organized by the creator team, Roblabo.

In October 2024, the event attracted over 19,000 players in just 48 hours (\*2). This partnership will help drive traffic between both experiences and amplify visibility.

\*2 Visit here for Roblabo news release (no translation available):  
<https://prtimes.jp/main/html/rd/p/000000011.000124776.html>

■Content overview

|                   |                                                                                                                                                                     |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title             | FIND THE HALLOWEEN SHIBUYA                                                                                                                                          |
| URL               | <a href="https://www.roblox.com/ja/games/100403622215123/FIND-THE-HALLOWEEN-SHIBUYA">https://www.roblox.com/ja/games/100403622215123/FIND-THE-HALLOWEEN-SHIBUYA</a> |
| Genre             | Hidden Object Adventure                                                                                                                                             |
| Platform          | Roblox                                                                                                                                                              |
| Release date      | 11:00 a.m., Friday, October 17, 2025                                                                                                                                |
| Supported devices | Smartphone, tablet (iOS/Android) and PC (Windows/macOS)                                                                                                             |
| Charge            | Free                                                                                                                                                                |

■Comments from each company

**Mr. Ken Hasebe, Mayor of Shibuya Ward**

Halloween in Shibuya faces challenges due to troublesome behavior, but it’s important to create an environment where everyone can enjoy the event safely. I believe this this initiative offers a meaningful opportunity for people around the world to experience Shibuya’s culture and good manners through a digital space like Roblox.

I hope Shibuya continues to be an exciting place for all—both in the real world and the virtual one.

**Mr. Ari Staiman, Head of Roblox Japan**

I’m honored that Roblox was chosen as the platform for this new initiative led by Shibuya Ward. Roblox is more than just a place to play—it’s a place for creativity and connection. I’m thrilled to collaborate with Shibuya Ward to shape a new kind of Halloween experience that is both safe and enjoyable for many.

**Ms. Shinko Osada, President of Future Design Shibuya**

Throughout the year, the Shibuya Good Manner Project promotes a culture of creating a safe, secure, and clean city—while ensuring that people can enjoy the experience. This initiative builds on that philosophy by showcasing Shibuya’s charm and enabling players to contribute to the city in a digital space. It also brings significant value by offering a globally accessible experience through Roblox. As we introduce a new way to enjoy Halloween, we will continue expanding these efforts throughout the year.

**Mela.Rockmar, President of Roblabo**

By linking “FIND THE HALLOWEEN SHIBUYA” and our “Rob Festival Halloween 2025,” this project expands the experience of connection among users, encouraging movement between events and shared enjoyment. At Roblabo, we value community-driven events, and we are delighted to help share Shibuya’s culture through Roblox.

**Jin Mitsuda, Department Manager of Metaverse Promotion Department of transcosmos**

We’re honored to once again run this project that aims to address Shibuya’s social challenges through a Metaverse game. Roblox, with 110 million daily active users (as of Q2 2025), is a next-gen experience platform where users can build immersive worlds in a short time frame. This project was launched in just about two months from the planning phase. Together with Future Design Shibuya and other partners, we’ll continue refining a model that delivers both fun and social impact, providing value that inspires behavior change.

■Next steps

transcosmos and Future Design Shibuya will **continue to create urban experiences that combine entertainment with solutions to social challenges**, leveraging global platforms such as Roblox and Fortnite. Through partnerships with companies, brands, local governments, and educational institutions, the two organizations will keep delivering impactful messages to the next generation via digital channels.

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

#### ■ About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have united superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 184 bases across 36 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

#### ■ About Shibuya Future Design

Shibuya Future Design is a multi-sector collaboration platform based in Tokyo’s vibrant Shibuya district, bringing together government, industry, academia, and civil society. With a strong commitment to diversity and inclusion, the organization engages a wide spectrum of individuals—residents, professionals, students, and visitors—whose ideas and talents transcend traditional boundaries.

Through open innovation, Shibuya Future Design develops creative solutions to pressing social challenges. By showcasing new models of urban living from Shibuya to the global community, the organization aims to contribute to the sustainable development of not only Shibuya City but society at large.

Learn more at: <https://fds.or.jp/>

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