

Oceania's Pop Culture Pulse: Viral Trends, Gaming, and Festival Buzz in 2025

Oceania Pop Culture · Answer Key · 10 Questions

1. In the Q2 2025 hybridcasual gaming market in Oceania, which game generated the highest weekly revenue, peaking at approximately \$111K in late May?

- A) Match Factory!
- B) Archer0 2
- C) Color Block Jam**
- D) Screwdom

2. The 'Mission: Impossible Night Run' activation, recognized by AiMCO Awards, engaged a specific number of influencers and significantly boosted ticket sales and box office revenue in Australia. How many influencers were involved in this campaign?

- A) 15
- B) 21**
- C) 30
- D) 50

3. According to a November 2024 report by Hootsuite, what percentage of social media marketers planned to use AI for text revisions in 2025, indicating a significant increase in AI adoption?

- A) 50%
- B) 62%
- C) 75%**
- D) 88%

4. The 13th Festival of Pacific Arts and Culture (FestPAC) in 2024 was hosted in Honolulu, Hawaii, featuring delegates from 27 countries and territories. What was the theme of this iteration of FestPAC?

- A) Regenerating Ocean Resources
- B) Harmony Through Diversity
- C) Regenerating Oceania**
- D) Preserving Island Heritage

5. In New Zealand's influencer marketing landscape, which type of influencer is often preferred by Kiwi consumers due to their perceived authenticity?

- A) Mega-influencers
- B) Macro-influencers
- C) Micro-influencers**
- D) Celebrity influencers

6. Which game, developed by Zego Global Pte Ltd, showed impressive revenue growth in Oceania's hybridcasual gaming market during Q2 2025, hitting \$137.8K by the end of the quarter?

- A) Color Block Jam
- B) Archero 2
- C) Match Factory!
- D) Screwdom**

7. The 'Creator Era: 2025 AiMCO Awards Case Studies' guide features over 30 campaigns. Which brand's 'Impossible Night Run' campaign was highlighted as the 'Most Influential Campaign'?

- A) Wingstop
- B) Rimmel
- C) Paramount Pictures**
- D) Huggies

8. Alyssa Delpopolo made history in 2025 as the champion of The Voice Australia's first-ever all-female finale. What aspect of her win was highlighted as particularly significant for her platform?

- A) Her opera background
- B) Her age and viral appeal**
- C) Her collaboration with previous winners
- D) Her participation in Eurovision: Australia Decides

9. In the Q2 2025 Oceania hybridcasual gaming market, 'Screwdom' by Zego Global Pte Ltd experienced significant download growth in mid-June, reaching what number?

- A) 6.2K
- B) 20.2K
- C) 27.7K**
- D) 80K

10. Which animated Disney film, set in Oceania, was announced for a theatrical release in November 2024, continuing its popular franchise?

- A) Encanto
- B) Moana 2**
- C) Lilo & Stitch
- D) The Little Mermaid