

Second Life

3 O K O W S K Y + L A Y M A N N

Marketing in Computer-Mediated Environments



Second Life in corporate marketing – a basic introduction

What is Second Life?

- Second Life is a persistent virtual world, completely user generated 3D Environment
- Through 3D Animations and the use of avatars as virtual characters Second Life delivers a real feeling of space and dimension
- Second Life is not a Game in the traditional sense, it has no roleplay, no quests and no goals to achieve.
- Second Life gives Companies and Organisations a new communication channel to their target groups outside the traditional media.



Why is SL so successful?

- Use is for free
- No limitations through given roleplay
- Client software is easy to install and comfortable to use.
- Lots of interesting content also for non Computer Gamers
- The Ability to build and create attracts a DIY affine target group
- The currency Linden\$ is convertible. New inGame Business models are possible
- Hugh media interest at the moment. Media coverage is mainly positiv (compared to other MMOGs)

What are they doing?

- **Communicate:** Through Chat, Instand Message and Second Talk
- **Explore:** The Second Life world is huge. You won't have never seen it all. Exploring unknown islands and trying out new things is exiting and time consuming
- **Consume:** You can buy almost all sorts of things. Thanks to the SL currency Linden\$ there is a vibrant inGame economy.



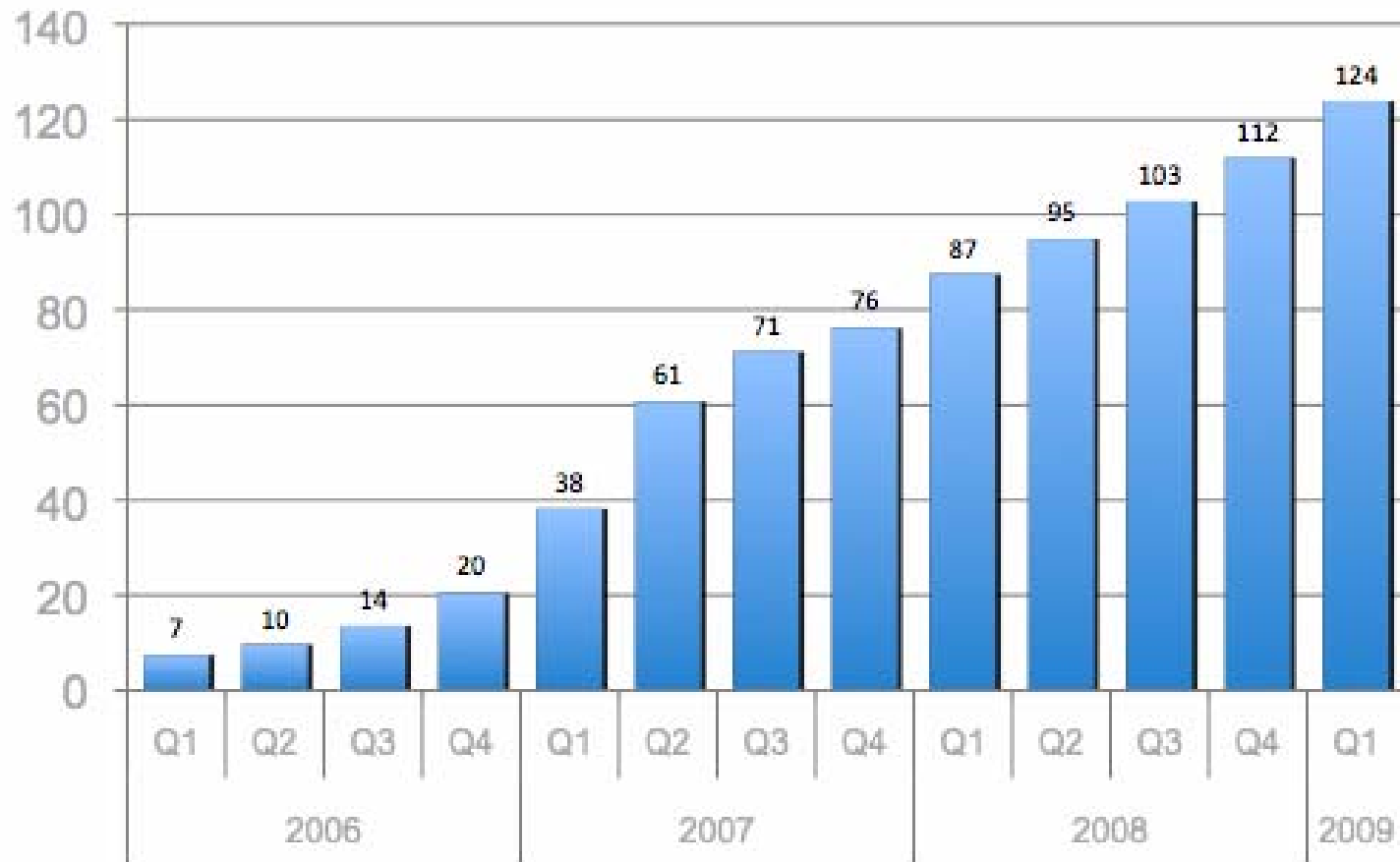
What are they doing?

- **Build:** Every user can create its own content. Possibilities are almost unlimited
- **Have fun:** There are lots of opportunities to entertain yourself. Bars, Clubs, and even Sex Clubs are available in high quantities.
- **Cultural Activities:** Also lot of things to do for the more settled down. Pubs, Theaters, Cinemas and even Poetry Slams.



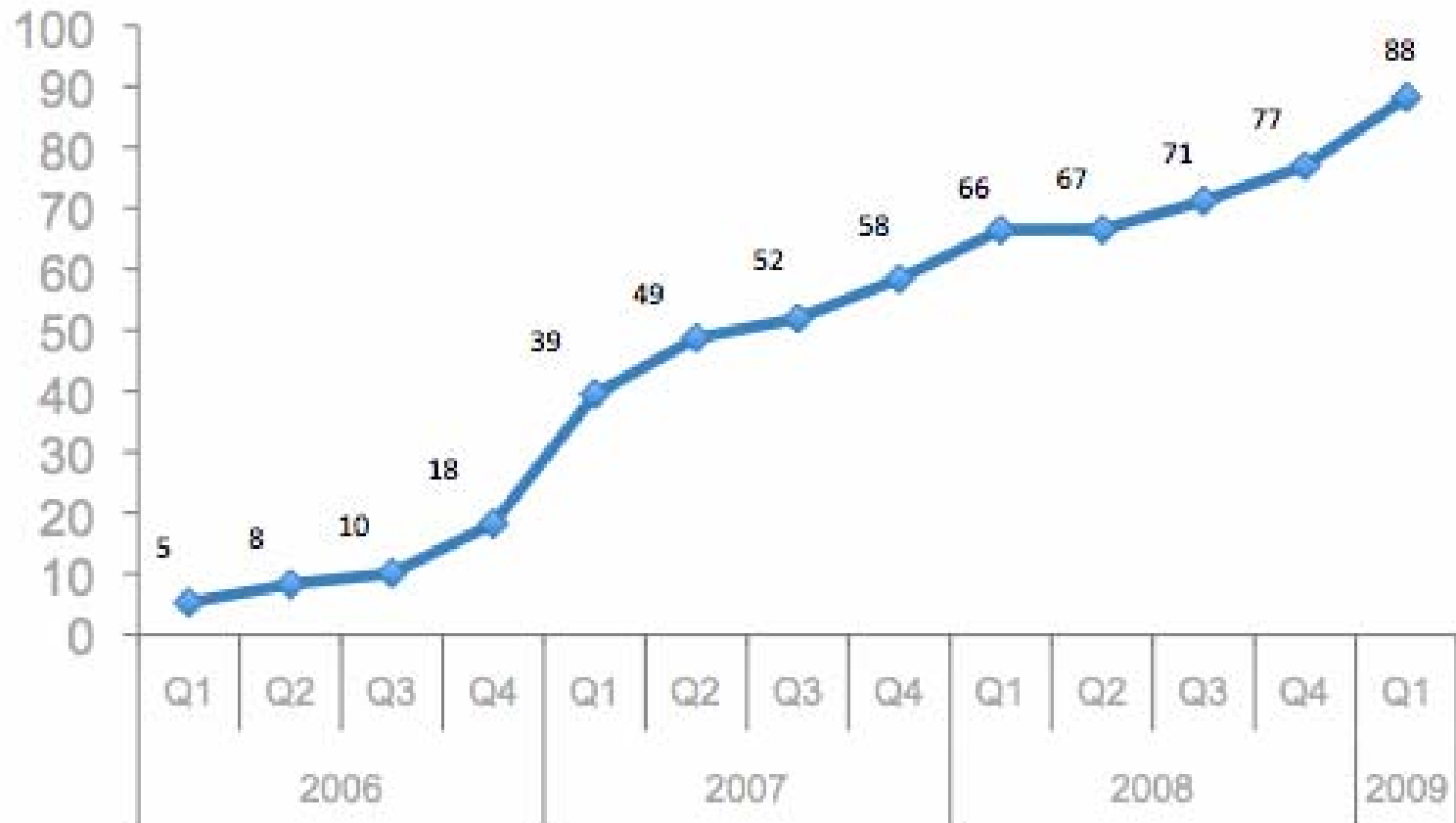
Facts and Figures

User Hours Per Quarter (Millions)



Facts and Figures

Peak Concurrent Users in the Quarter (000s)



Sociodemographics

Source: Linden Lab

Gender:

Male: 58,89%

Female: 41,11%

Age Groups:

13-17:	1,24%
18-24:	27,46%
25-34:	38,78%
35-44:	21,00%
45 +	11,52%



What SL can do for me?

- Advertising/Public Relations
- Internal Communication
- After-Sales-Service
- Market Research
- Sponsoring/ Eventmarketing
- Distribution
- Incentives
- Human Resources
- Education and Training
- Collaboration



Early Adopters



Automotive:

BMW, Mazda, Mercedes-Benz, Nissan, Pontiac, Toyota

Consumer Goods:

Adidas, American Apperal, Reebok, BOL, Weltbild

IT:

AOL, AMD, Arktis.de, Cisco, Dell, FriendScout24, IBM, Myst Online, Vodafone, Viovox, YouNeverCall, Sony-Ericsson

Media:

Big Brother, Cnet, MTV Laguna Beach, Reuters, Sony BMG, Avastar, Wired

Press clippings



Das nächste große Ding ist dies hier.

Der Spiegel

Wir entdecken gerade eine für die Zukunft wichtige Kommunikationsform

Welt am Sonntag

Second Life ist das jüngste Modethema im Internet und Teil eines Phänomens namens Web 2.0

Süddeutsche Zeitung

Die Pioneer und Gründerzeit auf dem Kontinent Second Life scheint erst angebrochen

NZZ Online

Es herrscht Goldgräberstimmung

heise.de

SL core strategies

Strategy 1: Klondike

Claim territory, Show my colours

*Being first mover in the industry, real world press coverage is main goal. Does **not** work anymore*

It's not longer possible to get positive image transfer just by being there.

Challenge: Worked only for a limited period of time and only in certain industries.

Examples: Reuters, Adidas



SL core strategies

Strategy 2: Window Shopping

Prepare yourself for vCommerce

Sell or give away for free virtual versions of your real world products.

User gets in touch with your products in a relaxed atmosphere. Item stays in inventory, brand awareness increases.

Challenge: Premium products must also look premium in Second Life.

Examples: Adidas, Mazda, Nissan, Intel, Dell, Goethe-Institut





SL core strategies

Strategie 3: Spending spree

Real bugs for virtual goods

Sell virtual goods to get income.

Thanks to its own currency it is possible to use Second Life also as a distribution channel.

Challenge: Works only for very few products. Not useful for most companies.

Examples: hundreds of small inGame shops, but also the Avastar

SL core strategies

Strategie 4: Showtime

Campaigns, Events, virtual Activities

Use virtual events on top of – or instead of – your SL presence.

A wide range of activities is possible: e.g. Sponsoring, sweepstakes, raffles etc.

Challenge: What ever you do, it must be tailored exclusively to fit Second Life. Don't forget the impact your campaign has on the community.

Example: KaDeWe Model Contest, EnBW, MINI USA, Callie Island



SL core strategies

Strategy 5: Abstraction

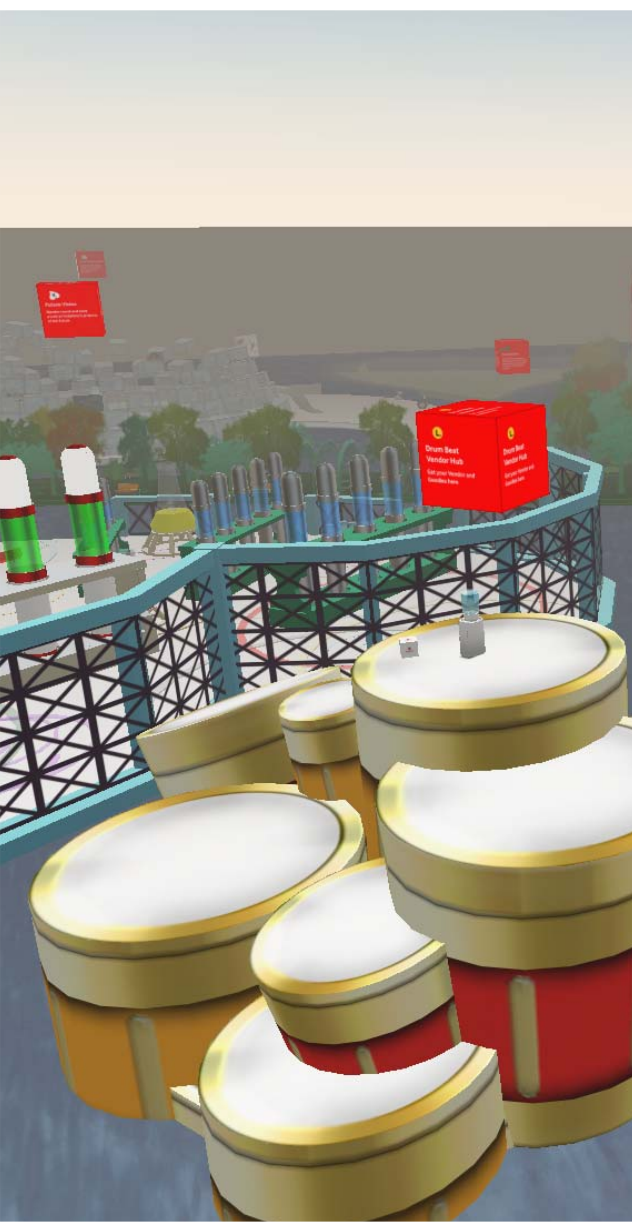
Pay into your brand, utilize positiv effects on your image

Move away from your products, concentrate on your brand. Create attractions for the community based on your brand identity.

You are a guest in this world, giving something back to the community may work better than expected.

Challenge: Can be very expensive, a high involvement is necessary, a deep knowledge of SL is required.

Examples: Vodafone, AOL





SL core strategies

Strategy 6: Community 2.0

User Generated Content, Web 2.0, viral Marketing

Use the community to demonstrate involvement and a deep knowledge of the new medium

Initiate or support community projects. If done properly it may have a positive effect on your brand identity.

Challenge: A high level of involvement is necessary, a lack of authentication is fatal.

Examples: Pontiac, Weltbild sucht den Avastar

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