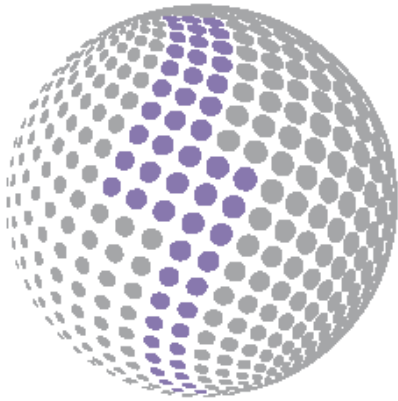


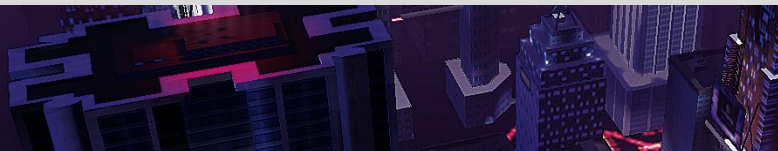
IAB Finland

HOT or NOT 29.11.2012



Marketing in Social Virtual Worlds: Game Worlds as a Marketing Channel

Cyberlightning Ltd.
Elina Rosenlund



Social Virtual Worlds and Game Worlds

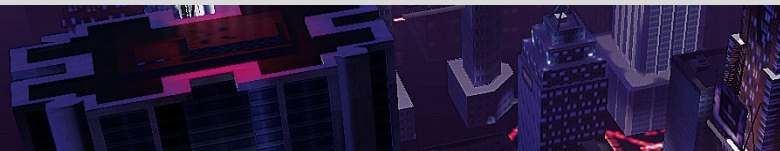
- MMOG = Massively Multiplayer Online Game
- 3D environment
- Avatar UI



Social Virtual Worlds Characteristics

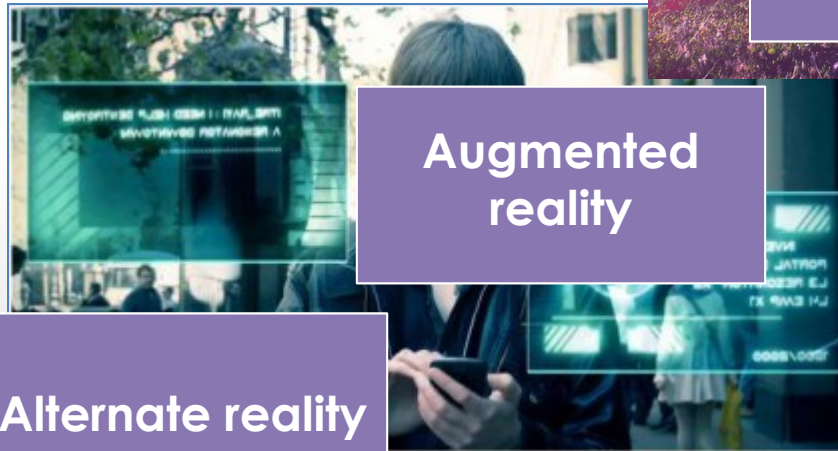
Social virtual worlds are entertaining systems, which are designed to fulfill users' hedonistic needs.

- Sense of community
- Interactivity
- Dynamicity
- Apposition
 - Creating added value



Types of Social Virtual Worlds

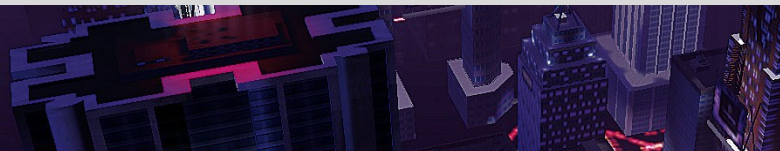
Environment
Virtuality



Alternate reality



Existence
virtuality



Advertising in Augmented Reality

- Traditional real world marketing exists
- Real world ads and stores are incorporated
- Additional information on real world stores/ads/products
- Virtual buying and paying



Advertising in Virtual Worlds

- Product placement
- Banners
- Defining and finding target groups through communities
- No limitations of time, space and gravity
- Only sky is the limit



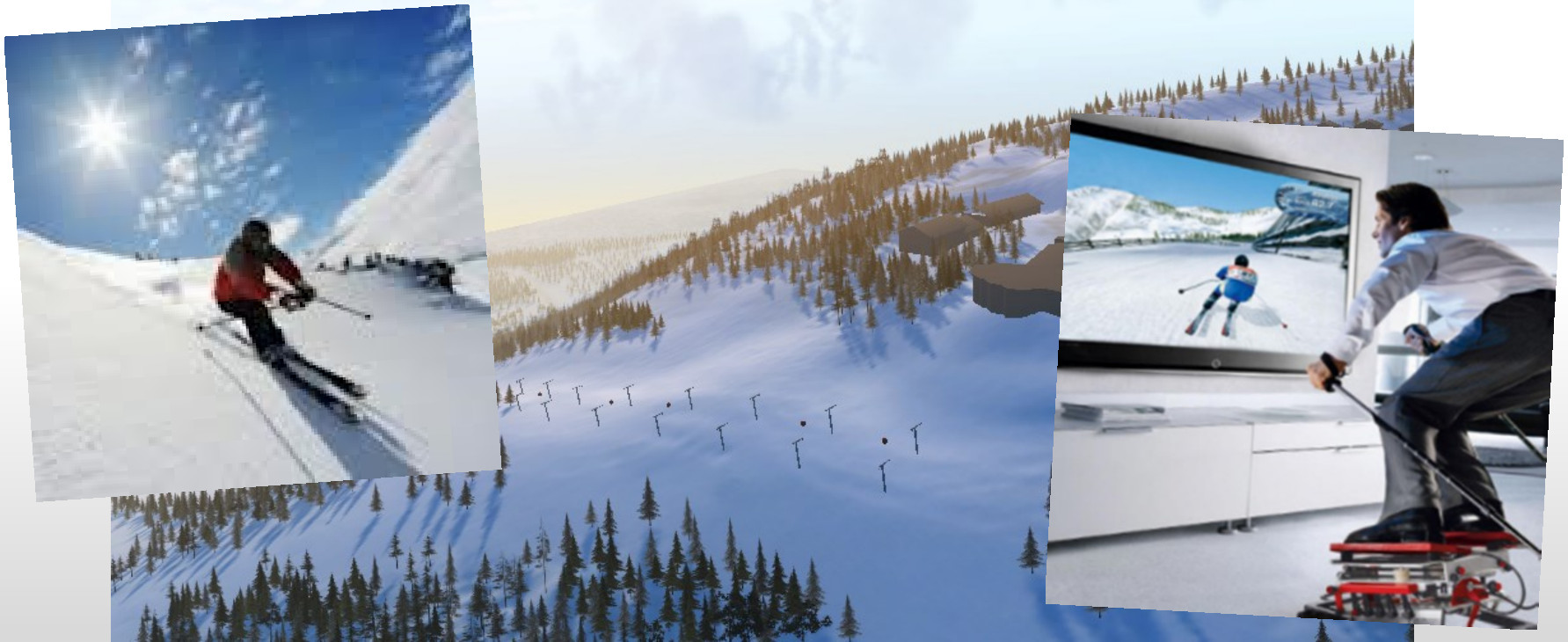
Virtual World Marketing

- Branded virtual worlds
- New business environment
- 3D stores
- Avatars as marketers

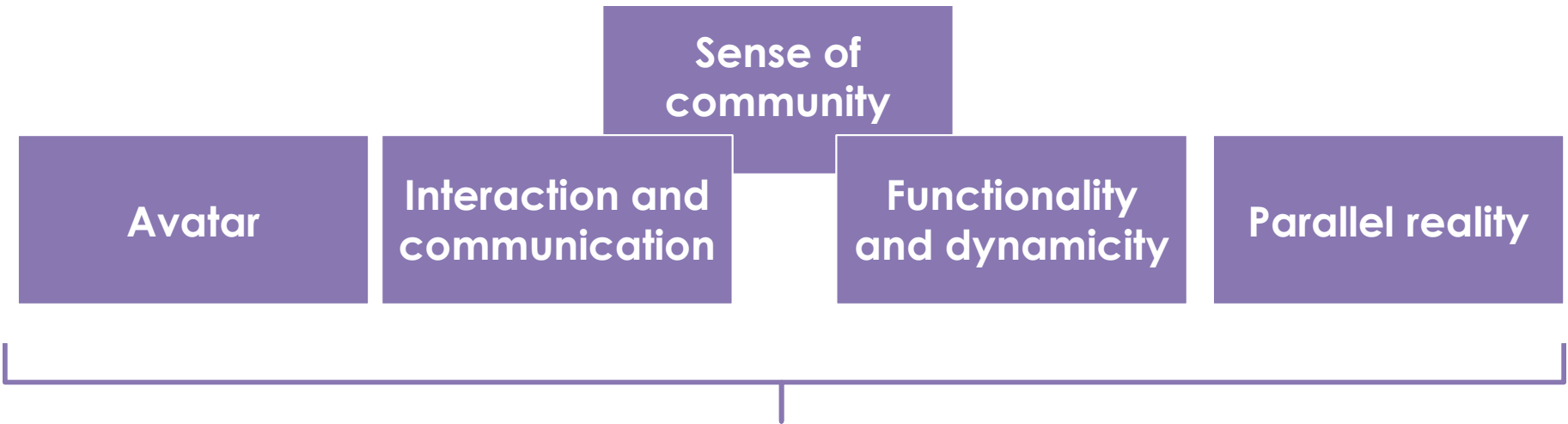


Promote your Service Environment

- Bring your service environment to your customers
- Virtual pretaste of the experience



Marketing in Social Virtual Worlds



"Virtual worlds enable extensive marketing, which engages consumers and increases brand loyalty."

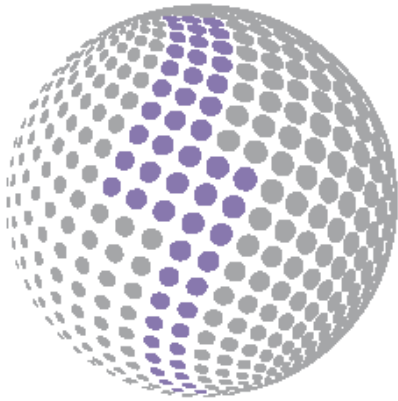


Welcome to Third Dimension with us!

- Step in to third dimension with CyberSlide – ask for free evaluation copy!
- Let's build your own, unique virtual world!



**Thank you for your attention. For further information,
please contact me at
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+358102712130**



access to the Internet
those were owned by users
under 25 of age (KZEP 2011).

There were total of 1400M user
worlds (growing 400M/year). 70% of
users under 15 of age and 97%
under 25 of age (KZEP 2011).

In post-Facebook it's totally normal
to share photos of their friends in virtual worlds

Tomorrow this age-group will take over the current
Facebook Generation and build the world (and business)
in 3D Internet!



3D Internet consists of interconnected virtual worlds. Real time interaction with avatars takes place in this new virtual reality which supports individuality but essentially enhances the formation of social networks.

Virtual worlds with avatars – The 3D Internet – is the social media it-self!