



## **Second Promotion**

### **The First European Advertising Agency in „Second Life**

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Second Promotion became the first European marketing agency, which will dedicate itself exclusively to the virtual world of Second Life. Second Life is a complex virtual 3D world that has its own economic system and currency. In Second Life users can chat and interact with each other as well as construct their own houses and objects such as their clothes.

Second Promotion CVO Peter Harlander says this about the new business idea. "Second Life is not only a computer game. It is a cutting-edge Web 2.0 Community, which provides the ideal location for marketing campaigns."

#### **Marketing in Second Life**

The main argument for marketing in Second Life is based on the strong attachment the player has for his/her avatar (character). Because the attachment is so strong, the users no longer feel like they are in a virtual world. In their minds, they are leading an actual life with their Avatar. Therefore, the users view the products and services offered as if they were seeing them in a shopping center. This new medium allows users to experience products more intensively and interactively than previously possible on the internet.

Harlander explains, "While reading through a website, a product is as intangible and far away to a reader as when he/she is glancing through a typical advertisement flyer. In Second Life, however, quite the contrary is the case. The user can experience the product by touching it and trying it on just as if he/she were shopping in a real store."

#### **Clear Target Group**

Second Promotion CEO Martin Sternsberger notes that there are many misconceptions of about Second Life and who the users are. "A virtual world like Second Life is by no means designed for children or young users. The majority of the users are between 25 and 40 years of age. Most are highly educated, financially well-off, and are responsible to a large extent for the formation of opinions in their specific fields."

By integrating Second Life events with additional Web 2.0 technologies, we will not only be able to reach users in Second Life, but also attract a broader spectrum of opinion leaders throughout the entire internet community.

#### **Ability to Transform**

There is especially large potential for Life-Style objects, the field of tourism, service intensive products, large three dimensional objects, as well as media based products. Sternsberger commented „ A direct transfer of previously used marketing methods into this virtual world will not be enough to guarantee success. Only companies who can adapt to this new medium and allow the user to have a more interactive and hands-on experience with their products will be able to count on long term success."

#### **Further Information**

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## Graphics

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<http://www.secondpromotion.com/de/news/presse.html> (free to use items)

## Contact

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### Second Promotion „First Life“ location

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5020 Salzburg

### Second Promotion „Second Life“ Location

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## Facts - Second Promotion

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Start Date:	5.1.2007
Internet launch:	3.2.2007
Website:	<a href="http://www.secondpromotion.com">www.secondpromotion.com</a>
Founder:	Mag. Peter Harlander, IT-Sachverständiger (Avatar-Name in Second Life: Ice Stawberry) Martin Sternsberger, GF Agentur.NET (Avatar-Name in Second Life: Martin Sternberg)
Employees:	15 „First Life“ Mitarbeiter 9 Second Life Freelancer

## Facts - Second Life

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Developer: Linden Labs, Californien USA

Website: [www.secondlife.com](http://www.secondlife.com)

Users: ca. 3 Million

Second Life is a virtual 3D world in the internet. It is one of the best examples of groundbreaking Web 2.0 applications. Linden Labs only set up a basic framework for this world, giving it a programming system and currency. Almost everything in this virtual world, from the clothes of the Avature, to their houses, and the beach bar, were created by Second Life users themselves.

Marketing pioneers like Adidas, IBM, and Reuters have recently begun using Second Life to promote their products and gain their share of this new market.