



Second Life - Results analysis on brand experience

July 2007

repères
passion for research

INTRODUCTION



● Methodology and sample

Qualitative technique

- 8 online meetings (half French groups and half Americans ones)
- 2 offline meetings (*one in Paris, one in New York*)
- Length: 2 hours
- Fieldwork from June 18 to July 2 2007
- Respondent profiles:
 - active on Second Life for at least 3 months
 - spending at least an average of 15h a week on Second Life
 - all stating as main activities on Second Life: exploration, social networking, entertainment and/or object design, micro-businesses



● Research background and objectives

➤ In order to evaluate the potential of virtual worlds like the Second Life platform, Reperes conducted a study that focused on brand image of Real Brands established in Second Life.

A few touch points have already been accounted for:

- ❑ **Brand islands:** Pontiac drives consumers to their dedicated brand-island to offer rewarding experiences,
- ❑ **Events:** Windows Vista was introduced through a series of launch-events,
- ❑ **Sponsorships:** Help residents to live their Second Lives. E.g. VIVOX Phoneboots in SL.

To avoid any bias due to the sector of activity, Reperes took car brands as research material. In fact the number and the diversity of car brands's sims was representative of how a Real Life can interact and communicate on Second Life.



Results analysis



➔ In its principle, a favorable context for brand insertion in SL

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Second Life is an open world and increasingly diversified in terms of interests, actions and expectations.

And, to continue, SL needs to be a lively place, hence inhabited and involving

□ this means there is naturally and legitimately a place for brands on SL that belong to this same diversity: SL strives to be a place of infinite discovery and wealth that needs to be constantly enriched

□ brands will act as additional poles of attraction and liveliness:

Brands are supposed to have sufficient resources to develop and offer quality SIMS

□ hence, they can guarantee visits *(including from another population than the current Residents)*, activity and sustainability for SL

"there is room on SL"

"it's a platform on which each person can have his or her own view"

"Companies can introduce their brand into SL in ways that add value to SL"

"Every time a company gets press, it gets press for Second Life as much as it gets press for the company that is building a SIM here. When it does and you look at the explosion of these commercial SIMS and there is a direct correlation to increase in memberships. They had 1.5 million members in January and now they have 7.5 million six months later"

**Also, the results of our profiling study are confirmed:
The interpenetration of the two worlds is verified a little more each day and is
no longer questioned (even if there are still some regrets)**



➡ Nonetheless, a current status in which brands are practically non-existent on SL

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“a tentative, I mean that they are just trying to figure out what they really want to do. They are not there yet”

- If brands hold a monopoly in RL (*in the physical, economic and media dimensions*), on Second Life, they are not (yet) even an entity on SL. All they are doing is transposing or inserting their reality into SL almost identically.

For almost all of them:

- ✓ They have more or less successfully used the graphic tool
- ✓ They have “posted” décors, symbols or messages
- ✓ Some have attempted animation but always in isolated cases

Hence, since they have not adopted the fundamentals of SL except for the 3D tool, brands remain additional to rather than constitutive of SL, with no real status today

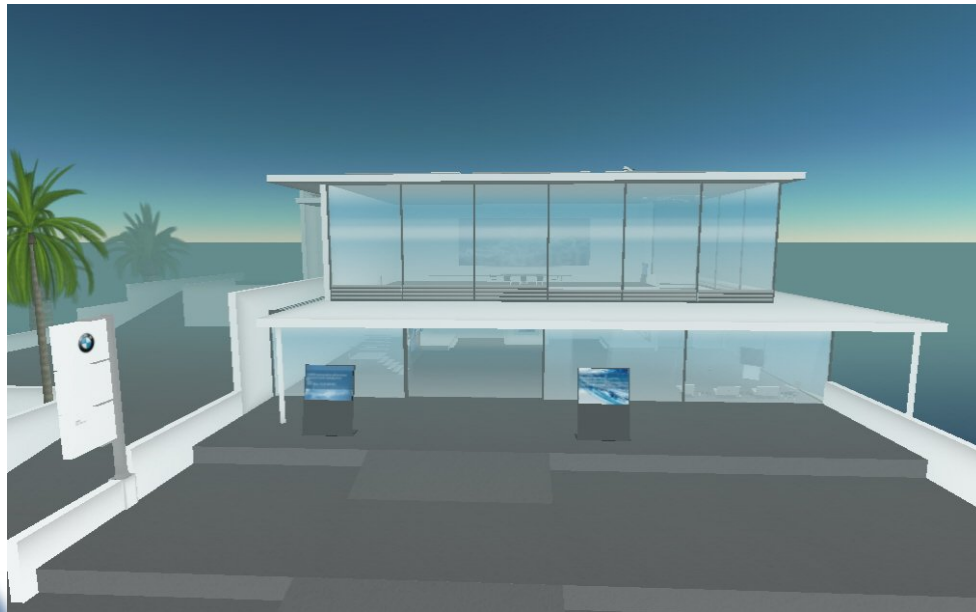


➡ To enter SL, brands should begin by breaking out of certain RL mechanisms

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**Brands will remain additional if they continue to use certain mechanisms specific to RL.
Two attitudes emerge as inappropriate, or even penalizing:**

the “showcase” attitude



the commercial attitude



➔ “Showcase” attitude

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“all flash and no substance”

An attitude of mere presence or even omnipresence is contradictory to SL and therefore counter-operational on SL.

“most companies are driven into SL not by their ad agencies but by their PR firms...They really view building simulators as a way of generating press, to establish a presence ”

By showcase, respondents mean:

- ☐ a static presence to be observed: the products and brand are there, but nothing happens
- ☐ a physical and symbolic barrier: nothing happens between the Resident and the product or the Resident and the brand
- ☐ one specific place: products and brands are on a site, but do not exist elsewhere on SL



➔ “Showcase” attitude

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Brands can present themselves the way they do in RL: they will not be criticized for it, only **they will be ignored** and considered as just another element of the décor.

Plus, this element will remain **confined and not truly integrated into the SL décor** if the brand stays on its site. *(With, in addition, brand visibility that is not even certain, depending upon where visitors are on the site)*

Albeit, at best, they gain **awareness, of the “seen on SL” variety**. But this still pioneering visibility, is **already tending to become ordinary** and will become a basic “must” with interpenetration and, as some Respondents pointed out, the “natural” environment that SL represents or will represent for the younger generations will make SL a mandatory medium for brands.

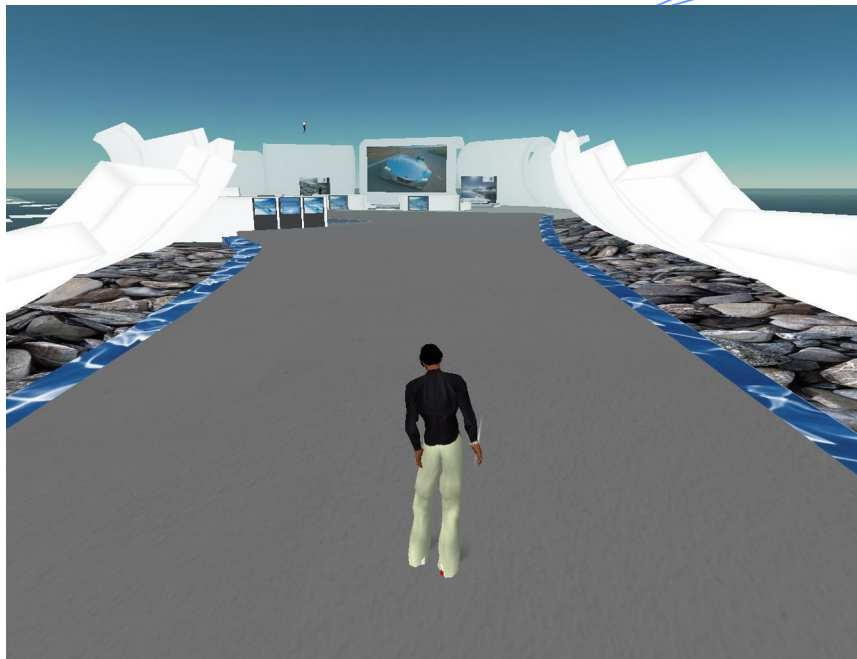
Likewise, if brands are accepted on SL, Residents still do not gravitate to them today:

- ☐ Residents can discover them while strolling but the approach is never active
- ☐ Stimulation external to the site (*media info*) is required to alert and arouse curiosity or desire
- ☐ Passive info, like the search engine is not exploited; it would not occur to anyone to look for a brand there, simply because it does not occur to anyone to look for a brand on SL (*today*)

And an attempt to multiply places of visibility would not work any better because it would be perceived as pollutant and just as sterile, since it would just be inert posting



➡ To acquire real status, brands cannot settle for being just space renters



→ Commercial attitude

“hard selling RL goods by using AV, no way!”

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It is the idea of ‘almost gratis’ that makes SL’s strength, including its economic strength

The Linden Dollar is by definition an accessible currency:

- ❑ Even if it forms a real economy,
- ❑ for the Residents, it represents the possibility of achieving one’s dreams or all of the desires that are impossible to attain in RL.

Hence, a **sales approach from brands**, especially car brands, seems:

- ❑ a total misfit since it is **disproportionate**, considering the differences in product costs between RL and SL
- ❑ **even indecent** or insulting, this time considering the difference between the Residents’ resources and the brands’ .



- Hence, at best, displaying products on RL can be informative but rarely efficient commercially speaking for RL and, only very occasionally – and arising from RL – would a Resident want to seek this type of info on SL to benefit from a 3D presentation and test simulation.

“to see the 3D objects and try them”

“the SL metric base is proportional to reality, the object can be proportioned to the avatar”

“someone was shopping for a BMW in real life but he thought that he would go check out their SIM, then he turn around and left”

But this feature requires excellent resolution and an efficient test module

“really great resolution”

- More massively, any initial curiosity immediately falls flat and the mental link is difficult to make with RL because, here, Residents move away from RL products and their financial reality

“we’re not here for that”, “we’re not going to buy RL products when we’re on SL”

- Interest in the products displayed will be approached with an SL mindset
 - Are the products for free? Can we own them?
 - Can we use these products? Can we script them, customize them?

but, if these possibilities are not available, interest dies immediately.

“here, it’s totally commercial, basically just car showrooms” (BMW)

To have a reason for being on SL, brands cannot merely show themselves and their RL products do not work as attraction levers on SL



➔ One exception to the rule: exceptional products

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Since by essence they belong to an unreal or dream world:

- ❑ luxury brands or products can be enough in themselves and transpose identically from RL to SL
- ❑ just as innovative products or prototypes are entirely legitimate on SL as representative of the future
- ❑ but again on the condition of having excellent definition

"finally having on SL the gorgeous car you've always dreamed of in RL"

"Mercedes is a status symbol. If you have a Mercedes in SL, it is like wearing a Rolex on your little arm"

"SL is different things to different people. It is a virtual world so it has certain sci-fi futuristic aspect to it"

"they should prospect. Experiment on SL"



Globally, imitating RL is counter-productive for brands:

Residents admit with indulgence (*for the time being*) that brands are just beginning but their action is too basically PR, without even truly representing the brand.

Brands have not yet been able to seize the potential of SL (*like they were able to for the Web*)

"I think that the SIMS aren't today seen as a reflection of the company. I thought Toyota's SIM was pitiful"

"I expect them to appeal to people in SL. Not to try to force a RL advertisement in without taking in account the strengths and weaknesses of SL"



➡ It should be clear that SL is not a 3D platform

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The current approach is usually very limiting for SL

- ❑ The current approach is often very limiting for SL
 - Merely showing oneself or even building are still just the rudiments
 - It is a way of using SL as a mere medium or advertising media improved with 3D,

While SL largely surpasses these three dimensions since, as its name implies, it includes life

- ❑ SL should be considered as a 5D world:
 - ➡ albeit 3 spatial dimensions
 - ➡ But also the time dimension, as a persistent world
 - ➡ **AND** especially, the human dimension, composed of desires, experiences and relationships

"I'd like brands to be more aware of what makes SL so special: the community, not the graphics"

"An interface that takes into account the desires of Slers"

"I think a lot of companies are less concerned about how people engage with their brand in Second Life than they are about will we have some slick photographs that we can zoom in to get included in News Week or is our SIM going to get covered in the Wall Street Journal"



➔ Full involvement is required on SL

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Belonging on SL means taking part in it, like an avatar:

- ❖ for itself, self-enhancement: a brand has to like SL, a brand has to be in it, to live it, which is a major factor in the quality of one's SIM

"Make sure you have your SIM built out by someone who actually enjoys SL"

- ❖ For the others, the Residents: they must spend, give, help and share

"if they want to get traffic to these SIMS, then give something of value back to people"

Like Web 2.0, SL belongs to the participation generation

Naturally, SL reflects the new participative generation:

- ❖ with a totally interactive approach

- ❖ and a "flat" operation: no hierarchy, with exchange and transparency

"It's sort of analogous to a lot of Web 2.0 things, having the trust to let your consumers interact with your brand"

Which means that brands have to "break the ice", they have to become personally involved (not just its products) and establish a relationship of trust with the Residents



➔ Entering SL is breaking out of the ordinary

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❖ SL is more and better

SL is a parallel world in the sense that, not only does it offer something different, but it multiplies potentials, sublimates reality.

If brands want to really “be there” and get the most out of SL, this is the added value they should focus on.

❖ Dare to be over-dimensioned

To be fully relevant on SL, it is less about adapting/forcing oneself than the opposite

❖ Dare to surpass oneself

- ⇒ By definition, SL offers infinite potential
- ⇒ Devotion to SL means fully exploiting this potential.

“SL offers so many possibilities for creation that need to be exploited if they want to stand out”, “and it’s inexpensive”

❖ Create emotion

- ⇒ One of the key interests in SL is its stimulation of the senses, curiosity, the imagination
- ⇒ With the aim of offering dreams, pleasure, surprise and excitement



➔ Exploiting the potential of SL means playing on all registers

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A register of **sensorial richness** that should be poly-sensorial: work on color, texture, lighting and sound; creating overall esthetics to arouse the pleasure of the senses

"Toyota looks like a hangar, you feel like you're in a parking lot, it's too dark"

"At Mazda, you see another context, it's a paradise, you feel like helping other people discover it"



"SL is all about décor, otherwise, you might as well stay on MSN"

"sound is important, it creates an atmosphere"

"the ground is black at Nissan, and the barbecue and chairs are fun but it feels like camping, like a highway road stop, a pee stop"



A register of **openness** to all targets: It is a chance to remove car imagery from the male world, for example:

- more dreams and pleasure than sporty
- feminizing the car interior by changing the colors, textures, etc.



*"If car ads are male oriented, don't they
to appeal to women buyers?"*

*"BMW, the interactive qualities seemed
to be geared towards men"*



A register of **novelty**: never seen before in RL or SL (*on SL, this could translate into hyperrealism, for a playful reference or technological achievement*), to surprise, arouse curiosity, create excitement

"sneak previews"



"concept cars, cars of the future designed by the manufacturers, we can dream here"

"advertising is too much like RL"

"if it's to present things that already exist, we've reached the limit"

In other words, **constant change** to avoid boredom; with change being understood in both the sense of renewal and the sense of liveliness, events, movement

"SL is a totally fluid environment", "you can't build it and forget it"

"needs and wants change daily"

"if you see the same thing everyday, after a while, you get tired of it and don't feel like it anymore"



A register of **action** so as not to remain a mere spectator
but to live an experience, an indispensable dimension of animation

Concerning the site: this supposes that there is not a static presentation like a “frozen showroom” (*cf. BMW*) but movement and animation:

- ❖ videos, music, noise
- ❖ movement of cars,
- ❖ lively events: races
- ❖ breaking records, festivals, etc.
- ❖ events that imply the human presence of avatars

Concerning the visitor: no imposed passivity like BMW’s “don’t touch”, the possibility of handling, moving about, experimenting:

- ❖ track (*Twingo*),
- ❖ dealer, spaceship (*Nissan*),
- ❖ customizing (*Toyota*)

Which not only encourages visits but also revisits and with friends

“On Mazda, you can try the car and take part in a race”

“we’re not spectators, but players”

“I would go back again for a challenge with friends”

“Renault is not as classy looking as BMW, but it’s more dynamic”

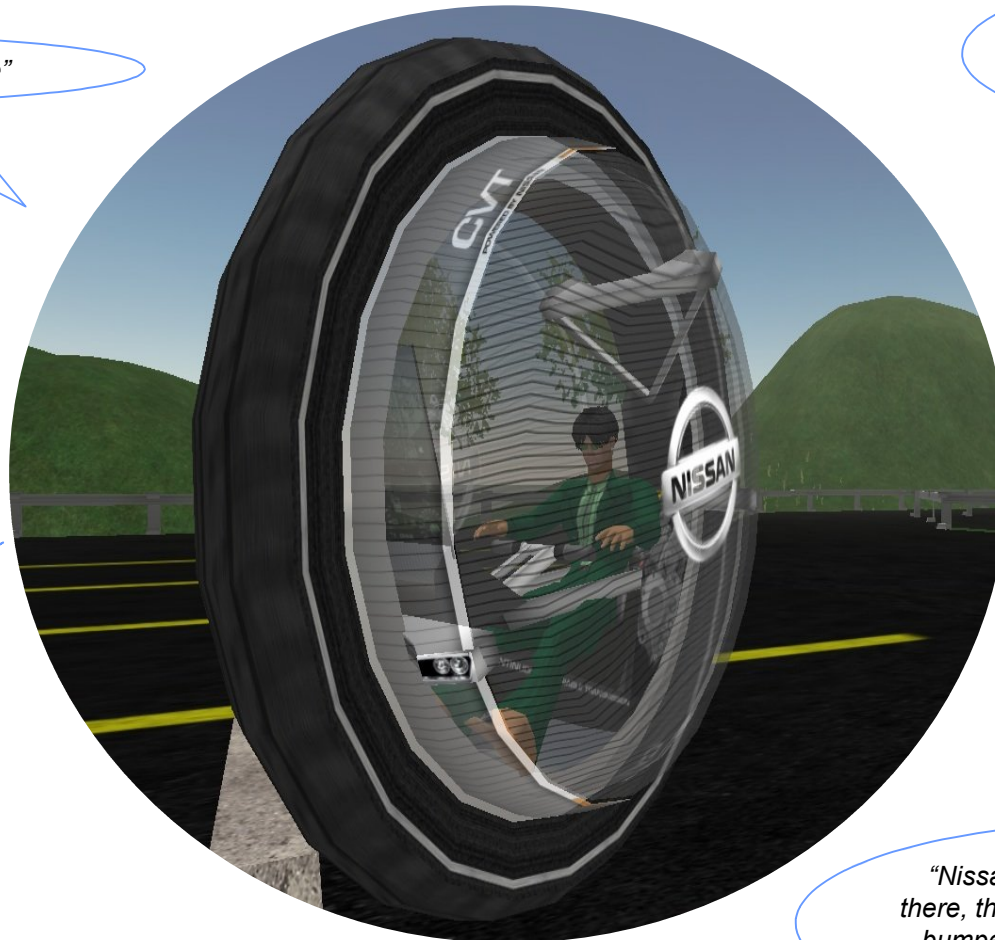


A register of **extreme sensations**, with which cars are a good fit to the extent of the transgression possible on SL

"steal, drive without a license"

"rocket cars, driving backwards, causing accidents"

"off the wall stuff"



"Nissan, if you have several people there, then it inevitably degenerates into bumper cars. There is that engaging aspect to it"



➔ An indispensable multi-dimensional aspect

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If the different registers mentioned are indispensable, they are insufficient on their own:

- ❖ SL is multidimensional, well beyond its spatial 3D: a human, active, relationship dimension
- ❖ the synergy of its dimensions is what gives life and meaning to SL
- ❖ they must therefore be considered together in order to grasp the SL spirit and successfully integrate brands

Any operation must therefore consider this entire SL context:

- ❖ in which case it can fully function and yield results
- ❖ with the risk of losing its appeal otherwise



This is valid for any action, whether promotional, corporate communication or awareness raising

Hence, appearance alone is not enough
but nor is action, which risks appearing purely functional

“it’s too poor” (Toyota)

“the Renault track with nothing on it looks like the driver’s code...you don’t even hear the noise from the cars”

“a dull landscape at Mercedes even if the track is fun”

“BMW is a nice place but the content is a bit flimsy”

An activity is not enough (*Twingo track, Nissan dealer*) if it lacks liveliness:
boredom is immediate and loneliness insurmountable

“we need things to touch, to click and it comes alive”

“Nissan is funny but you get bored quickly”

**Brands should not hesitate offering rich content,
which implies multiplying usages, messages, and experiences**



➔ Entering SL means breaking out of the framework

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SL means freedom

As soon as:

- ➔ the real life parameters or restrictions change and even disappear,
- ➔ SL offers a new kind of freedom,

The setting should be redesigned to make the brand more relevant and optimize its expression.

This is especially true for car brands that have no apparent usefulness on SL.

"immersion factor"
"creative freedom"

"since people can fly here all cars should also"

"it is too hard to drive in SL and there are no roads"

"you quickly encounter obstacles, you can't drive as you please"



A new dimension of the brand

“Branding is not the same as sales”

SL becomes an opportunity (*or an imperative*) for brands to find meaning other than their primary function in RL and to break out of their framework or their “mono-framework”

For example:

- ❖ in terms of the product itself: breaking out of the orthodoxy of traveling only on the ground and on roads: they may be cars, but they can fly and are transformable

“a Twingo that changes into a Mercedes and vice versa”

- ❖ combining a brand’s different products or levels: put F1 on the track on the Twingo SIM

- ❖ associate the brand with another sector: casino, concert races, bar, fiesta, or other activity

- ❖ break out of isolation: create a link and “stepping stone” between all of a brand’s sites (*ex. F1 Renault’s F1 track island and the Twingo site*)

- ❖ associate with other manufacturers to organize races or contests between cars of all makes

“playing with toy cars”

“the concert with Timberlake and Pontiac”

- ❖ create other products but which exploit their technology

“make sci-fi movies”



An new expression for the brand

Breaking out of the framework means **liberating** the product from its environment.

Brands can work on their image and messages **more freely and creatively** with or without their products

For example:

- ❑ conveying an image of innovation

- ✓ By holding a race with the wildest prototypes
- ✓ Or with a concept (*safety, for example*) adapted to another product (*clothing accessories, air bag, a colored bubble or that makes everything surrounding the Resident invisible when he/she feels uncomfortable*)

- ❑ raising awareness through an experience:

- ✓ By having the Resident build the car
- ✓ Or by creating an event (*journey, film*)

- ❑ establishing closeness via totally free customization, any time, on demand

- ❑ promoting a model via animation: “un amour de Twingo” that will naturally win the race despite the impressive machines all around it



➡ Entering SL means connecting

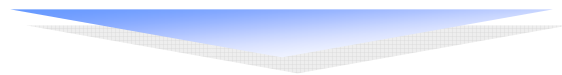
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“Are you entertaining them in some way? If you are and you can find some tie-in with your brand even if it is a little gimmicky, you are giving people a good feeling. You are not trying to get them to buy a car. You are trying to get them to feel good about your brand”

SL is primarily (*still today*) a **human community**. It supposes:

- ❖ Freedom of self expression and of one's desires
- ❖ and consideration of others with whom one can exchange, help, work together

To fully belong to the SL world, brands must place themselves in a **spirit of generosity** and **interactive dynamics**.



**The idea of giving and helping is major on SL.
This is where the Residents will be able to get the most out of a brand and where the brand will
benefit from the best returns**



→ Examples:

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Products

✚ Offer Residents material gains that could be advertising freebies or goodies, for themselves or for them to distribute

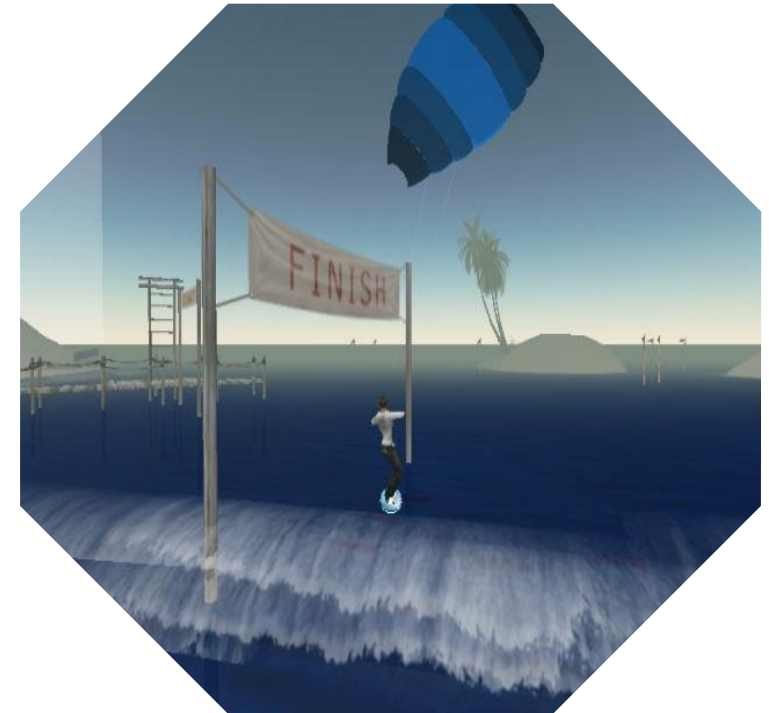
“give to make themselves known in all the abundance. When I had my club, designers would come to have me distribute their designs at parties. It worked really well because people like to get something for free”

“At Mazda, they give away surfer outfits”

✚ Providing a polymorphic offer for non-frozen, modular, customizable appropriation

“the customer chooses what he wants, if he wants touch-ups”, “an interactive panel or an IM to the designer”, “the freebie side, the performer side of objects”

✚ Offering other products for use on SL



Sponsorship

✚ Sponsoring other places than their own site, to enliven them, to support them financially and technically

✚ Helping Residents on their projects or achievements

“sponsoring beautiful places instead of trying to sell cars where they’re not needed like clubs, lauk nest, Apollo, midnight reflexion, zoos, diving places”

“I was looking for a sponsor to do a round the world tour of SL”
“sponsorship outside of the car business”

land

Residents have strong demands for places to script and develop projects

fan land

Offer a place where brand lovers can gather and manage the place as they like. A way of enlivening the brand while supporting the Residents

“One of the missed opportunities that I have seen not only in cars but in a lot of commercial SIMS is that there are user groups out there but the user groups have zero presence here.”



Co-design or Co-branding

- ✚ Launch projects and support Residents technically

“being able to propose ideas under that brand name”

“make a film with avatars”

“a really well done amusement park”

- ✚ Launch products in partnership and in exchange, having one’s name in the inventory

“I think maybe co-branding with people that are already content creators...when you try to find anything in your inventory, you have to type the name every single time you put it on”

Research & Development and patronage

- ✚ Provide the financial contribution to make the avatars evolve: so that they can talk, perform increasingly better

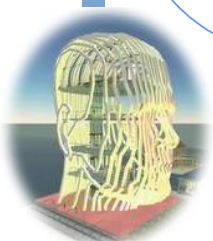
“They should be developing the actual avatar a lot more than it is. There is a speech program...not everybody has that, knows to buy it. That is something that they should be involved in.”

“Next stage... the avatar will actually be an animated image of you”

- ✚ Once a technical competency is acquired, making it accessible to everyone

“once they develop that technology, make it available to the rest of us in Second Life. Those boys have the money to develop. The average Joe just does not have that money to do it”

- ✚ Offer services, experimentation



**By opening up to others,
brands will fully integrate the world beyond their own sites:**

- because they will acquire more visibility
- Because they will generate presence on the site, an essential factor of appeal

“they could sell Mercedes naming rights on art galleries, movies theaters, etc. Companies like Reebok already have naming rights on stadiums. That is one way for them to be able to get their name out there away from cars and actually give something back”

“One thing that companies on SL need to start doing is stop keeping everything inside of their protective walls of their little SIM. This would most likely be through some sponsorship. They need to be out in world”

GLOBALLY

**Well beyond its RL product, the brand must offer pleasure and sharing pleasure on SL.
It can provide new benefits because something is experienced thanks to the brand and can go
even further if something is experienced with the brand.**



➡ Build a SIM of the highest quality possible

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The quality of a SIM, beyond its content and appearance, means ensuring overall accessibility and user-friendliness

Even if the residents are indulgent towards technical operational aspects, when a SIM is effective, it is noticed:

❖ To begin with, disseminate information on the site's existence or on events taking place there (*because Residents do not go there spontaneously*)

- both off SL, via the Internet, specialized magazines or the traditional press

"Maserati posted all over the Internet. That is the only one that I actually made a mental note about going to"

- and on SL: via note cards, referencing, landmarks *"all the clubs do it"*

- but without being pressured, at best, via sponsorship places where the brand is already integrated *"not receiving landmarks all the time, like spam"*

❖ Ensure easy access

"it's not easy to look for sites"

"they've stopped referencing objects, that's too bad"





❖ Landing in the right place,

- to see the brand and its SIM from the best angle
- to be an initial guide or support for the visitor

“with Renault, you land on the track!”

“Mercedes is good, you can tell you’re at Mercedes and there is something to have fun with, with the track behind it”

“a presentation when you arrive, to see where you are”

❖ Then introduce the site with a note card, present it, explain its possibilities or purpose

“The Toyota one looked like there was lots of cool stuff to do there but it did not really tell me what I could do there. There was furniture store but I don’t really know what it had to do with Toyota”



- ❖ Optimally, propose an itinerary in stages: to guide and avoid lags, as well as to create experience, a process and liveliness, to stimulate and even challenge the visitor

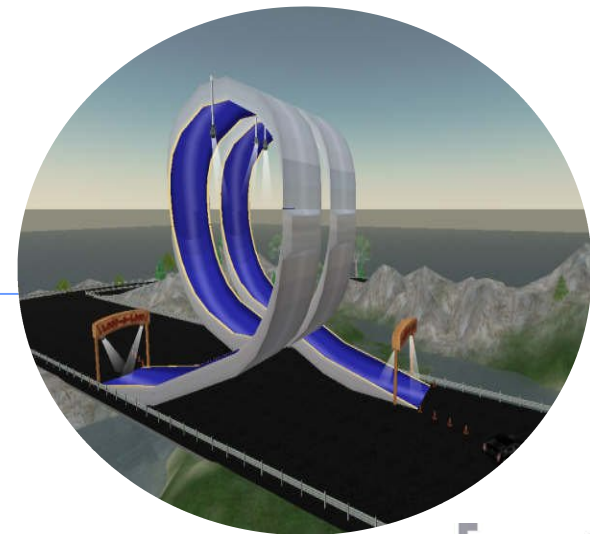
"The fact that you had to go through some steps to get the car. Actually it might have been more intriguing if it had been a little bit more challenging"

- ❖ Provide good brand visibility: need for a sign of recognition, in this sense, a recall link with the RL codes should be found (color code, logo, style, atmosphere that are specific to the brand)

"At Renault you don't know where you are enough"
"nothing tells you it's Nissan"

- ❖ In terms of the activities proposed, offer easier usage which is currently not clear to everyone, and a fully developed, complete activity

"On Nissan, the looping doesn't work", "I didn't get the part about the code", "you should be able to climb into the car", "with Dominus, 5 of us can get in"



➔ Ideally, being able to communicate “live”

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In terms of the brand or person's presence, the ideal configuration would be a human presence, a “live host”

Possibly with a relay from Residents working with the brand

Otherwise, no one can be constantly frozen, so respondents imagine interactivity with a card or welcome system, but which is not cold or more advertisement than informative

“greetings and Can I help you?”

However, exceptional exchanges are always an experiential and emotional plus

❑ with the designers

“experts, researchers”

❑ with the brand pilots

*“meeting F1 pilots”, “directly talking to the designer”,
“a direct relationship with the designer”*



➡ Two successful examples: PONTIAC and MERCEDES

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Pontiac appears to have integrated the SL codes very well by using its key dimensions

- ➡ A display of unusual products, a rich content, lots of activities

“lots of things to see and explore”

“their cars seem designed for fun and play in SL”

“you can play, go to events, show off your custom car, meet other car geeks,”

“also game like competitions”

“a zombie killer car rocks”

- ➡ A space dedicated to Residents on which they can develop, create events (*concert*). Here, the community dimension is catered to and generates traffic

“this is totally community-focused”

“I like how it’s open, it’s not restrictive”



Mercedes has built a SIM that is equal to its image, making dreams come true

➡ Very good ergonomics: signing

“a welcome sign, an itinerary by stages that explain everything about the brand”

➡ The cars have a very good finish

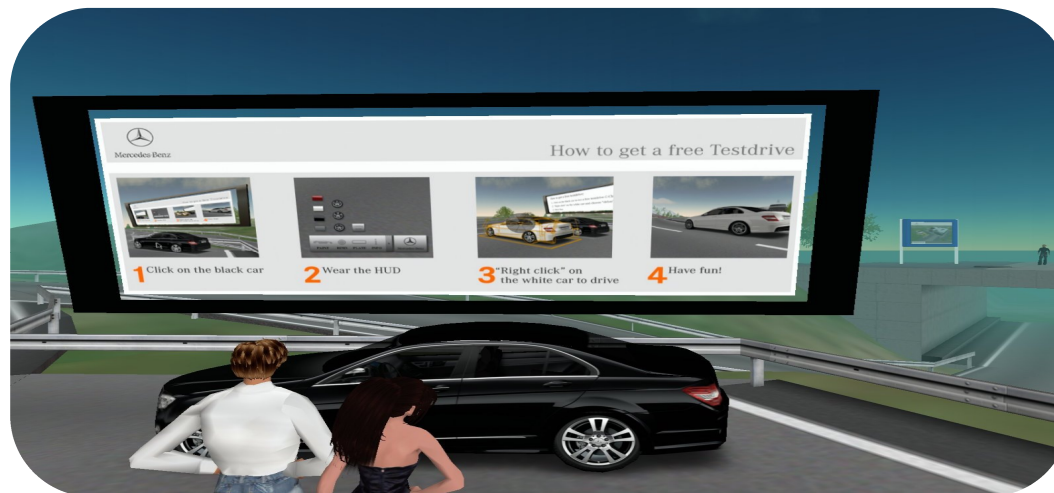
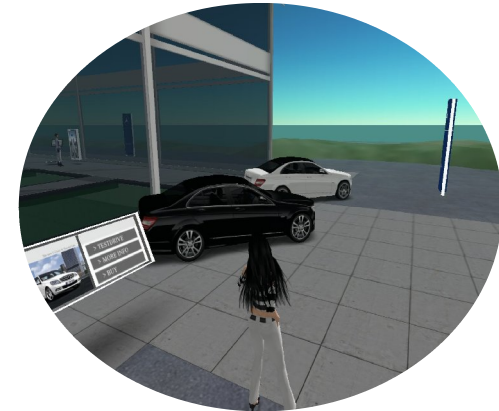
“they are the best scripted cars”

“the product is great, you’re really in a Mercedes, you even have GPS”

➡ The possibility of testing the car

➡ Easy car handling

“the interactive parts and everything from the note cards through to how you engage the little automobile was clear and thorough”



Each in its own way, both of these brands have been able to use its strengths and offer enhancement of both SL and their own image

Mercedes-Benz

Conveying its luxury image and backing SL

"it was really the start of a very good marketing piece"

"it gives a legitimacy. It is a quality brand that is instantly recognizable in the real world. It has a presence in Second Life"

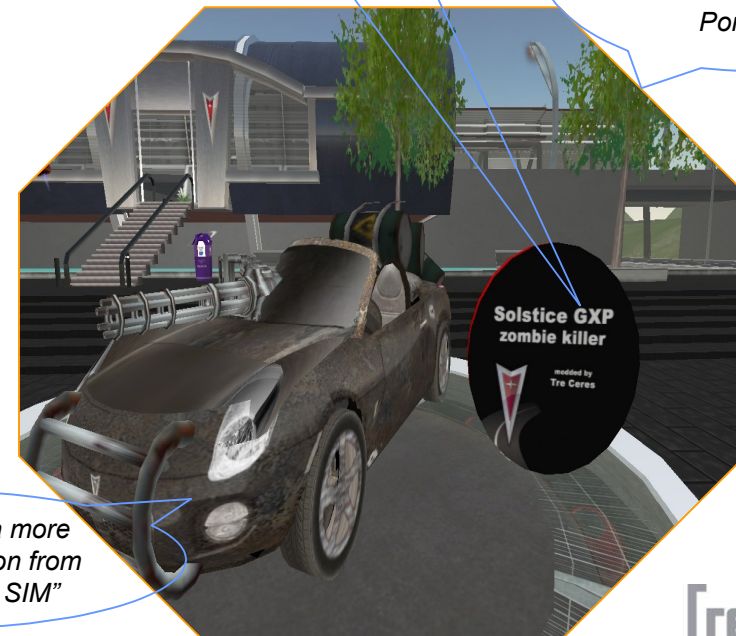


PONTIAC

Acquiring an image of modernity and friendliness and animating SL

"they are having fun with the Pontiac brand, not taking themselves seriously"

"it promotes a culture and nurtures a community that will then have more respect for Pontiac"



"I definitely have a more favorable impression from Pontiac from this SIM"



Today, a risk-free gain

Currently, brands have nothing to lose in being present, even if they are not yet optimum

“they lose nothing”

“it is a win-win for them”

“the fact that BMW has one of the worst SIMS there and yet everyone said it does not really affect my perception of the brand. They have nothing to lose. They can go there and take risks.”

However, they have something to gain there and should invest more

“They know if they put a lot of money into it then they would have a very good SIM and a lot of people will go there. If you are not in, you can’t win”

While, today, benefits are in terms of image enhancement and awareness and in creating closeness

Soon to become a must
Being present on SL will soon become indispensable in order not to be behind

“My advice would be don’t fall too far behind the learning curve. If you fall too far behind when you try to catch up, you will not be able to keep control of what you are doing. You will be dependent on the people who have already learned how to do it”



Today, brands have nothing to lose in being on SL:

- ➔ **they are seen with indulgence,**
- ➔ **their very presence is already a sign of modernity,**
- ➔ **they back SL in exchange**

But tomorrow ...

- ➔ **not only will they need to be on SL to not fall behind,**
- ➔ **but they will have to fully integrate the SL dynamics to emerge and enjoy the benefits**



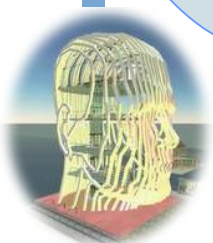
They will have to “forget” RL to adopt the SL world via:

- ❖ **immersion: breaking out of isolation and the static showcase**
- ❖ **creative freedom: daring to invent, to sublimate themselves, leave their RL condition, even their product worlds**
- ❖ **participation: exchanging, providing mutual assistance and collaboration with the Residents,**
- ❖ **like contributing to SL’s growth (*financially, technically, creatively*)**
- ❖ **the technical quality of their SIMs: appearance, ergonomics, sensorial richness of content and activities**

Currently the SL-RL transfer does not seem to work:

- ❖ **neither in one direction (*no interest for RL products in SL*),**
- ❖ **nor in the other (*no commercial results in RL*)**

The gain would be more in terms of awareness, image and in the consumer relationship



In fact, the offline and online groups revealed a real division: involvement is different if the consumer speaks directly or through his avatar :

- ❖ **Offline group: easier to imagine marketing actions from brands on SL**
- ❖ **Online group: refusal to leave the world, desire for original products, different from what exists in RL**

Which confirms the potential of SL as a new access to the consumer's imagination.

Nonetheless, a progression towards increasing interpenetration of the two worlds supposes a better commercial opportunity at term.

Hence, brand establishment in an SL spirit should be approached as a first step necessary to real involvement rather than as a goal in itself



Reperes Second Life *a window and a laboratory*

1st market research agency to settle down on Second Life, Reperes aims at being:

- **A watch** on this universe in full expansion: behaviours, new codes being established...
- **A place** for tests: in-world focus groups, quick votes, innovative and prospective co-creation workshops via a growing panel of 9,000 avatars



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