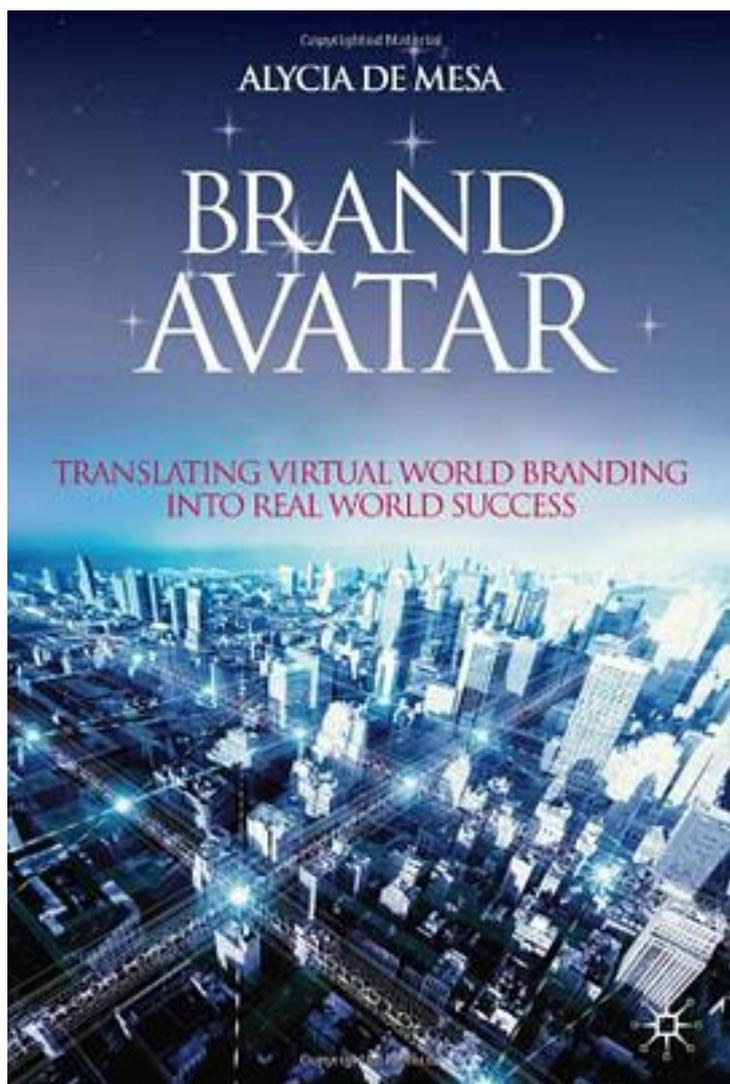


Brand Avatar



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Brand Avatar is a look at business and branding strategies within the Internet's latest phenomena of virtual worlds. Virtual world web sites such as Second Life and There.com have already garnered millions of users around the world, representing a cross section of ages, ethnicities and purchasing power. Virtual world "residents" use and spend real money within the fictional-turned-real-life economies. Companies as diverse as Adidas, Pontiac, Jean-Paul Gaultier, MTV, and virtual world agencies based on real life ad and web agencies have all plunged into these uncharted waters to give their brands a virtual presence, using varied strategies and tactics. Brand Avatar covers the emergence of virtual world web sites, the culture and psychographic profile of virtual world users, the companies represented and the effectiveness of their business and branding strategies as well as the challenges that have emerged as a result of these worlds such as creating worldwide virtual world standards and intellectual property theft. This is a must read for any business person looking to gain a quick overview of the virtual world landscape and the value virtual worlds hold for companies and their brands.

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