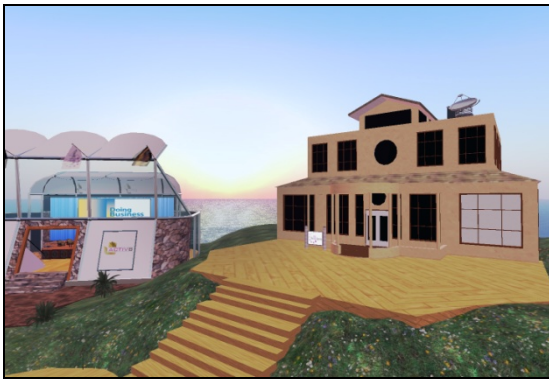




ACTU8

## Objectives

- Create a Second life community where Second Life residents can belong.
- Feature a rich community experience giving residents a place to work, play and live.
- Provide support for new residents to help, guide and direct avatars to make the most from their time in Second Life.
- Develop a multi-venue entertainment complex with live music events, DJ's and contests.
- Build a permanent location for Moderne Interactive's (formerly TheSLAgency) virtual world business offices.



**Moderne Interactive**  
**A Moderne Communications Company**

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## Solutions

- Moderne Interactive developed attractions and events that Second Life residents crave, including active social spaces, nightlife areas, and retail/rental spaces.
- Traffic was driven to multi-venue nightlife and entertainment facilities via word-of-mouth/viral marketing, guerilla marketing, brand ambassador teams, buzz agents and Moderne's Interactive Media Network of Second Life advertisements.
- Constantly updated social environment and venue list at ACTIV8 encouraged repeat visits.
- Created new events at the ACTIV8 Island Complex on a daily basis.
- Offered Second Life residents gainful employment and rental opportunities.
- Offered Second Life residents a place to play by creating new events and activities on a daily basis.
- Offered Second Life residents a place to learn Second Life and acclimate to the new virtual environment.
- Fostered and encouraged group development and communication to create a virtual community.
- Allowed for community development through open communication with visitors and residents of ACTIV8 Island via the forum/website.
- 24 hour staff available to support the community.



## Results + Key Metrics

- Consistent and maintained traffic, for over six months, to the ACTIV8 Island Complex without use of “campers” or “bots.” Traffic numbers reached over 250,000 visitors.
- Ideal venue for brand introduction into Second Life without “brand backlash.”
- Community of socially networked avatars created an available resource pool for communication and idea generation.
- Large ACTIV8 Fan group membership reaching almost 3000 members.
- Increased traffic to the [www.activ8sl.com](http://www.activ8sl.com) website portal.
- Help and info center on ACTIV8 developed and used as a gateway for new residents to enter the Second Life virtual world proved to be successful at acclimating residents.

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