

## Objectives

- Produce traffic to eHarlequin.com using 3D Virtual World Second Life.
- Create and maintain a platform for virtual book signings, author-reader interactions and news releases.
- Develop deeper reader connections and interpersonal relationships with individual avatars.
- Reach both national and global audiences with campaign for upcoming Harlequin release, the Victorian-themed *Silent in the Sanctuary*.



## Solutions

- Created "Bellmont Abbey" in Second Life, located on the ACTIV8 Island Complex, realizing a fictional castle envisioned by author Deanna Raybourn as the setting for all events & tie-ins.
- Built buzz by leveraging brand ambassadors in dozens of popular locations on the Second Life "grid" to spark conversation about literature, the Victorian era, and Belmont Abbey.
- Used web banner ads placed on "SL-centric" websites to reach out to Second Life residents to work in cooperation with the brand ambassadors allowing for a gradual increase in awareness of the Deanna Raybourn's Novel, *Silent in the Sanctuary*.
- Held 3 large events at the Abbey to promote the author/book, as well as multiple weekly smaller events to maintain interest in the title.
  - A book discussion event
  - Victorian Ball Event
  - A writer's workshop
- Disseminate information & *ownable* sample chapter items via the Second Life Interactive Media Network complimenting the brand ambassadors and web ads.

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

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## Results

- Book discussion events allowed avatars worldwide to communicate with Deanna Raybourn both via voice and text chat.
- Distributed 49 copies of digital e-books to those at the Victorian ball.
- 3 Second Life users received an autographed (real life) hard copy of Deanna's book, *Silent in the Sanctuary*. This included one recipient from New Zealand.
- Media campaign via web banner ads, press releases and use of Moderne's Interactive Media Network generated over one million impressions.
- Each affair at Belmont Abbey experienced maximum capacity for the duration of the event.
- Visitors at the events stayed for an average of about 29 minutes.
- Thousands of visitors have visited Belmont Abbey over the course of 30 days.
- Drove traffic to eHarlequin.com and Amazon.com for book sales.
- Feedback surveys indicated purchase intent as well as existing brand affinity.
- Thousands of users downloaded and viewed promotional materials made available via the internet or within Second Life; including first chapter previews of Deanna's book.

## Client Testimonial

*"Beginning with the custom-made sim that successfully replicated a key setting from the novel, to the author's very exacting specifications, to the final report from the team that delivered detailed engagement analysis complete with traffic and stats; the entire team performed superbly. I would recommend Moderne Interactive to anyone looking to create a successful engagement."*

### Jenny Bullough

Manager, Digital Content and Interactivity  
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