

Objectives

- Spread word of Lavazza coffee via a unique and new medium.
- Keep costs low yet reach a maximum yield of potential product purchasers.



Solutions

- TheSLAgency released the Second Life Lavazza coffee campaign into the virtual world via the Second Life Interactive Media Network reaching out into the entire Second Life grid.
- TheSLAgency placed posters on the ACTIV8 Island Complex in predetermined location to help increase reach maximum display and distribution.
- Lavazza artwork was displayed prominently in all major ACTIV8 areas and events.



Results

- Lavazza Coffee was displayed on ACTIV8 Island for 4 weeks as per the program receiving the maximum amount of exposure being placed in clear and plain sight at ACTIV8 events.
- TheSLAgency's Second Life Interactive Media Network received over half a million impressions for the duration of the campaign.
- Reached over 5,000 interactions/clicks.

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