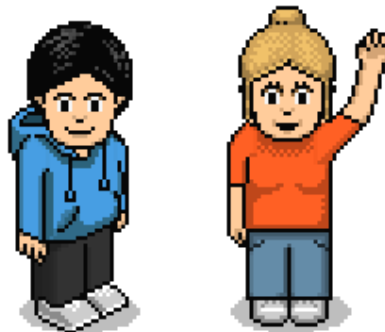


Interactive Gaming as an Advertising Platform

Just Another Day In the Habbo Hotel



iMAT Conference

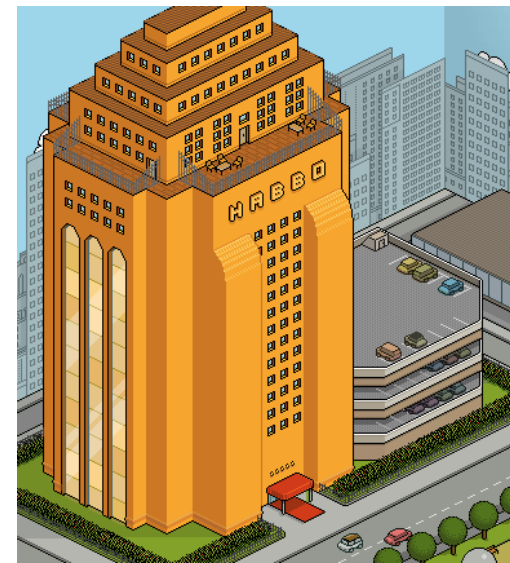
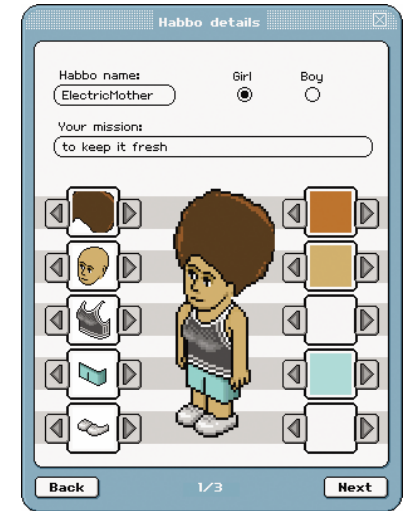
Sydney

20th July 2006



The Habbo Hotel Concept

- » An online game for teenagers.
- » A virtual play ground
 - play games, chat and develop their self expression.
- » A safe, rich and positive environment for self expression.
- » Everyone can play: all you need is a computer connected to the Internet.
- » Teens create characters (Habbos) that allow them to express themselves any way they want.



HABBO

Habbo Hotel User Development

» 55 million registered Habbo-characters!

> Source: Sulake June 2006

» 6.6 million unique browsers per month!

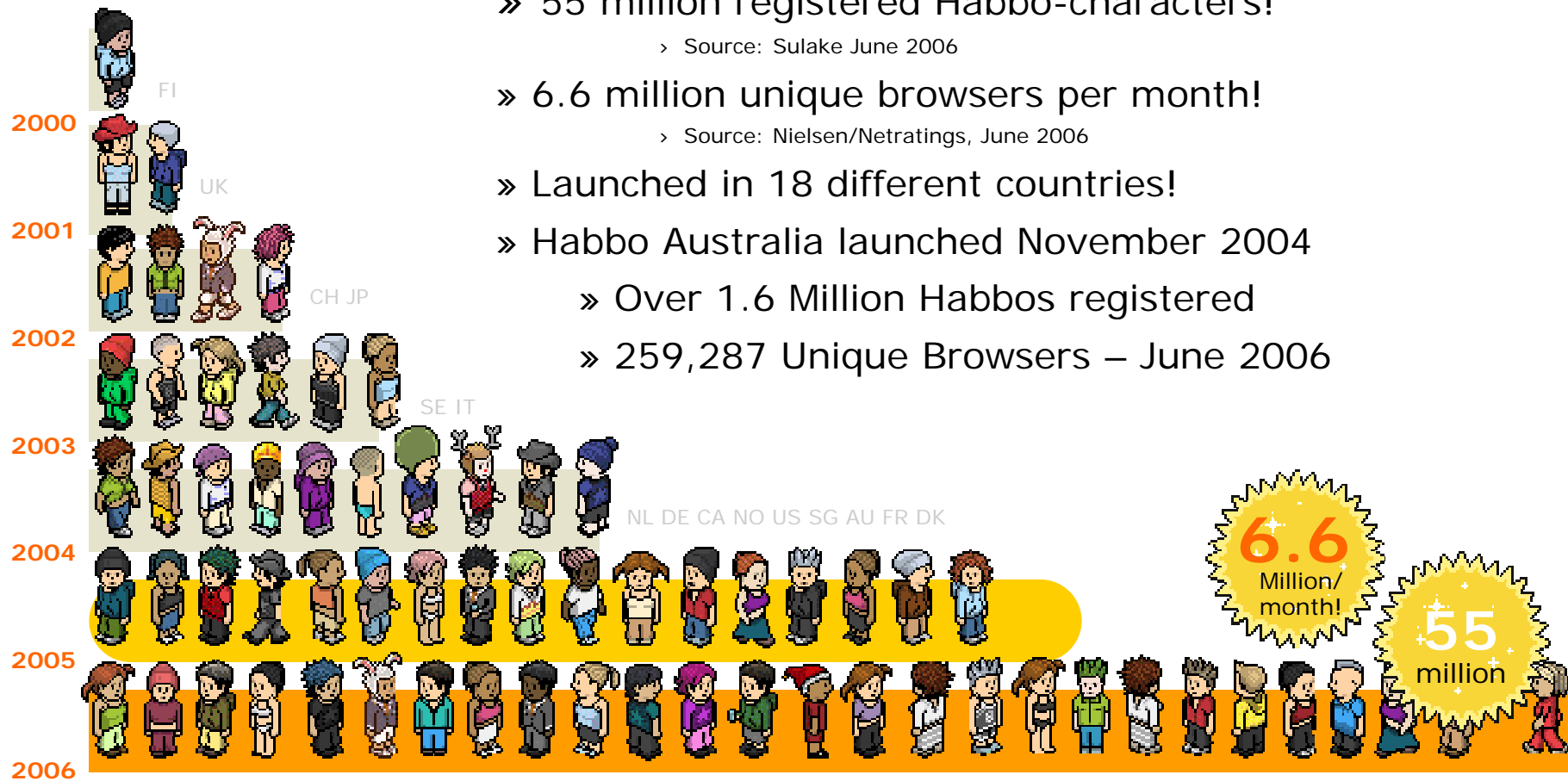
> Source: Nielsen/Netratings, June 2006

» Launched in 18 different countries!

» Habbo Australia launched November 2004

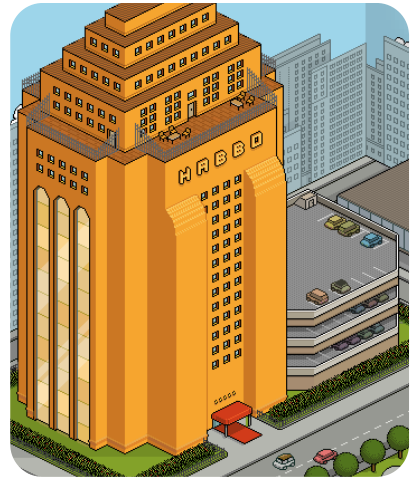
» Over 1.6 Million Habbos registered

» 259,287 Unique Browsers – June 2006

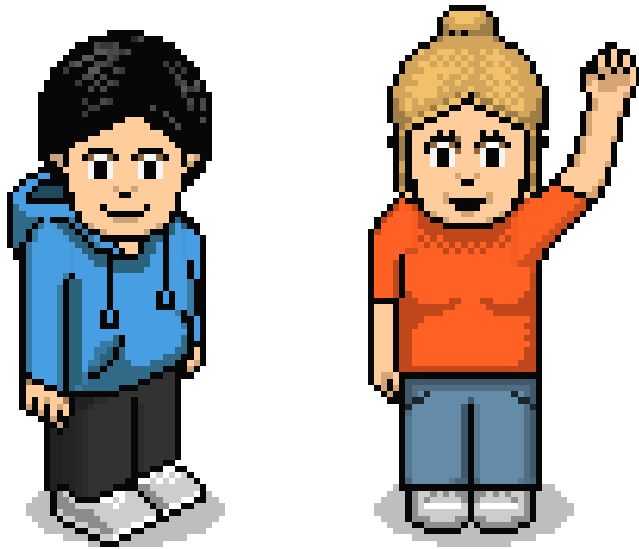


Why Advertise In Interactive Games?

- » A strong branding environment to drive interaction with teens.
- » Teens are creating their characters, environment and story lines - brands can enhance this content and experience.
- » Every month over 250,000 Aussie teens can spend over 20 minutes 5 times a week interacting with your brand
- » Be where they are spending their time!



Habbo Way of Advertising



- » Fun and respectful advertising adds value to users inside the game and community
- » In Habbo Hotel you tap directly into a teenage world and get immediate feedback

The Viral Effect

- » Campaigns take on a life of their own outside the Habbo environment.
- » Flows into myriad fan sites and discussion forums
- » Advertising in Habbo is turning traditional online marketing campaigns into live virtual event marketing experiences



Habbo Fan Sites

- » Inspired teenagers around the world create Fan Sites for Habbo
- » Any news about Habbo is reported blog style.
- » Habbo Hotel Australia alone has 12 "official fan sites" and that number again of unofficial sites
- » Included is a internet radio fansite called Habbo Hut where Habbos broadcast their own radio shows.

The logo for HABBOTCH, featuring the word in a white, pixelated, blocky font with a blue outline, set against a solid blue rectangular background.The logo for HP HABBO PARADISE, featuring the text in a yellow, pixelated font with a black outline, set against a background of a colorful, pixelated cityscape.The logo for HABBO MANIA, featuring the text in a yellow, pixelated font with a black outline, set against a background of a pixelated city street scene with a building and a car.The logo for Habbo-Hood, featuring the text in a white, pixelated font with a yellow outline, set against a background of a pixelated city street scene with a building and a car.The logo for HABBO HOLES, featuring the text in a white, pixelated font with a purple outline, set against a background of a pixelated city street scene with a building and a car.The official Habbo logo, featuring the word in a yellow, pixelated font with a black outline, set against a black background.

Case Study

Chronicles Of Narnia

Buena Vista International



1/12/05 – 12/1/06

Room sponsorship

Narnia Quest

Narnia Competition

Narnia Advertorial

Narnia Survey

Superbanner

Eyeblaster

Narnia Quest



Where has Lucy gone? Complete this week-long quest and you could win yourself a special rare and Habbo Credits too! A different room will be added each day to the Hotel and you'll have to solve the clues and questions to find the competition answers as well as the password for the new room each day. To help get you started

check out the [Narnia homepage](#) and view the trailer to help you with some of the Quest questions!

Keep a pen and paper handy so you can jot down your answers - once you have finished the Quest on Friday, you'll then be able to compete in the competition.

Narnia Room Sponsorship

Page impressions: 140,757

Clicks: 7,787

CTR: 5,5 %

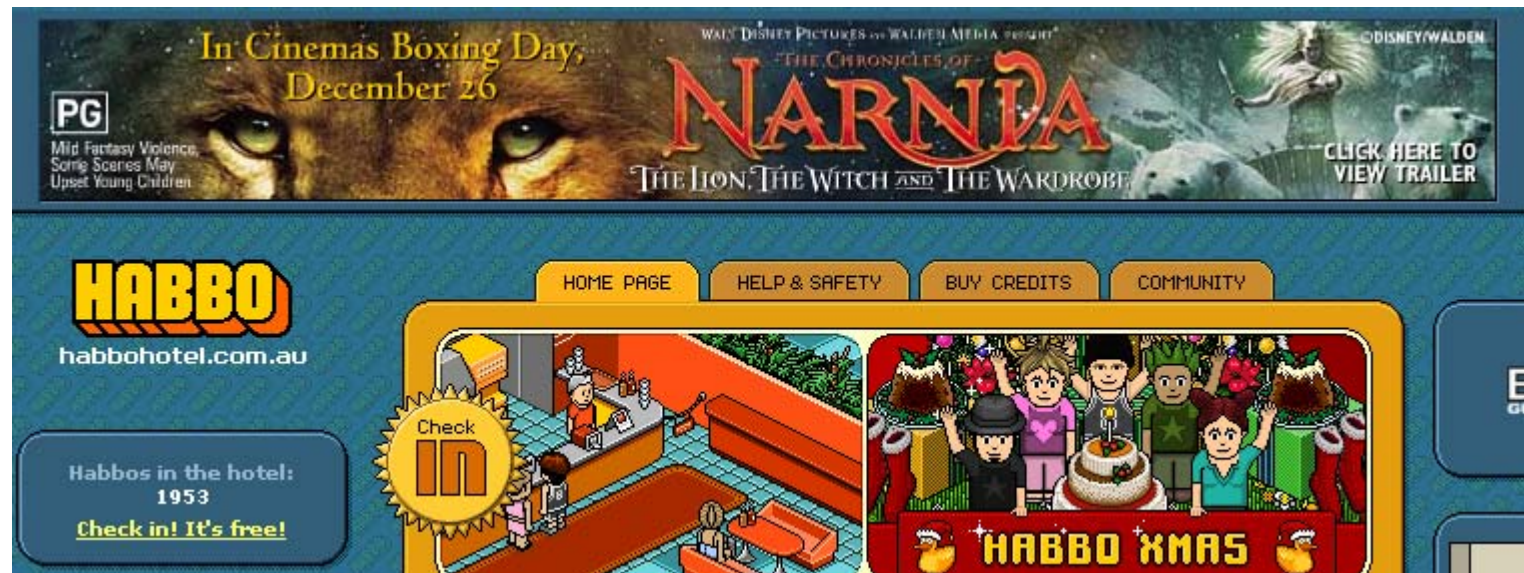


Narnia Superbanner Results

Page impressions: 159,681

Clicks: 1,369

CTR: 0,9%



Narnia Eyeblander Results

Page impressions: 101,034

Clicks: 5,531

CTR: 5,5%

The screenshot shows the Habbo Hotel website with a prominent Narnia advertisement. The ad features a large, ornate wardrobe with a portrait of Aslan on the inside of the door. Text on the ad includes "IN CINEMAS BOXING DAY DECEMBER 26", "WALT DISNEY PICTURES and WALDEN MEDIA PRESENT THE CHRONICLES OF NARNIA THE LION, THE WITCH AND THE WARDROBE", and a link to "browser here>>". The website header includes "HOME PAGE", "CLOSE X", and "©DISNEY/WALDEN". A "Check in" button is visible on the left. The main content area has a "Welcome to Habbo Hotel" message, a description of the virtual hotel, and a "Can I use Habbo Hotel?" section with a "PG" rating and a "Read more" link. At the bottom right, there are links to "Read the latest newsletter >>" and "Enter the weekly poll >>>".

HOME PAGE CLOSE X & S

©DISNEY/WALDEN

Click here to view trailer

Check in

Welcome to Habbo Hotel

Habbo Hotel is a virtual hotel where you can meet your friends and create a room of your own - for free! [Read more](#)

[Check in to Habbo Hotel!](#)

Can I use Habbo Hotel?

Yes, if you are 13 years old or under 16 must ask their parent or guardian's permission first.

PG Mild Fantasy Violence Some Drug and Alky Some Young Children

IN CINEMAS BOXING DAY DECEMBER 26

WALT DISNEY PICTURES and WALDEN MEDIA PRESENT THE CHRONICLES OF NARNIA THE LION, THE WITCH AND THE WARDROBE [browser here>>](#)

- Read the [latest newsletter >>](#)
- Enter the [weekly poll >>>](#)

Narnia Advertorial results

Page impressions: 112,022

[HOME PAGE](#) [HELP & SAFETY](#) [BUY CREDITS](#) [COMMUNITY](#)

[The Pixel Press](#) | [Habbo Explore](#) | [Habbofest 06](#) | [The Xmas Elections](#) | [Events & Comps](#) | [Habbo Club](#) | [Habbo Toolbar](#) | [Habbo Mobile](#) | [Battle Ball](#) | [Wobble Squabble](#) | [Habbo fan sites](#)

[Latest newsletter](#) [Archive](#)

Through the Wardrobe...



The magical world of Narnia will be in cinemas everywhere on Boxing Day. Read more about the film here and don't forget to check out the new Narnia Cinema inside the Hotel!

C.S. Lewis' timeless adventure **The Chronicles of Narnia: The Lion, the Witch & the Wardrobe** follows the exploits of the four Pevensie siblings --Lucy, Edmund, Susan and Peter -- in World War II England who enter the world of Narnia through a magical wardrobe while playing a game of 'hide-and-seek' in the rural country home of an elderly professor.

Once there, the children discover a charming, peaceful land inhabited by talking beasts, dwarfs, fauns, centaurs and giants that has become a world cursed to eternal winter by the evil White Witch, Jadis. Under the guidance of a noble and mystical ruler, the lion Aslan, the children fight to overcome the White Witch's powerful hold over Narnia in a spectacular, climactic battle that will free Narnia from Jadis' icy spell forever.

In Cinemas Everywhere Boxing Day - December 26.

Narnia Survey results

Amount of participants - 2686

Narnia poll



The film **The Chronicles of Narnia - The Lion, The Witch and the Wardrobe** will be released in cinemas everywhere on Boxing Day - December 26. All of us here at Habbo Towers can't wait to see it. What about you? Are you going to see it? Have you read the book? Who's your favourite character? Tell us all this and more...

Have you heard of the film *The Chronicles of Narnia - The Lion, The Witch and the Wardrobe*?

- ☐ Yes
- ☐ No

Have you read the book - *The Lion, The Witch and the Wardrobe*?

- ☐ Yes
- ☐ No

How does Lucy first discover the world of Narnia?

- ☐ on the internet
- ☐ through a wardrobe
- ☐ over the telephone

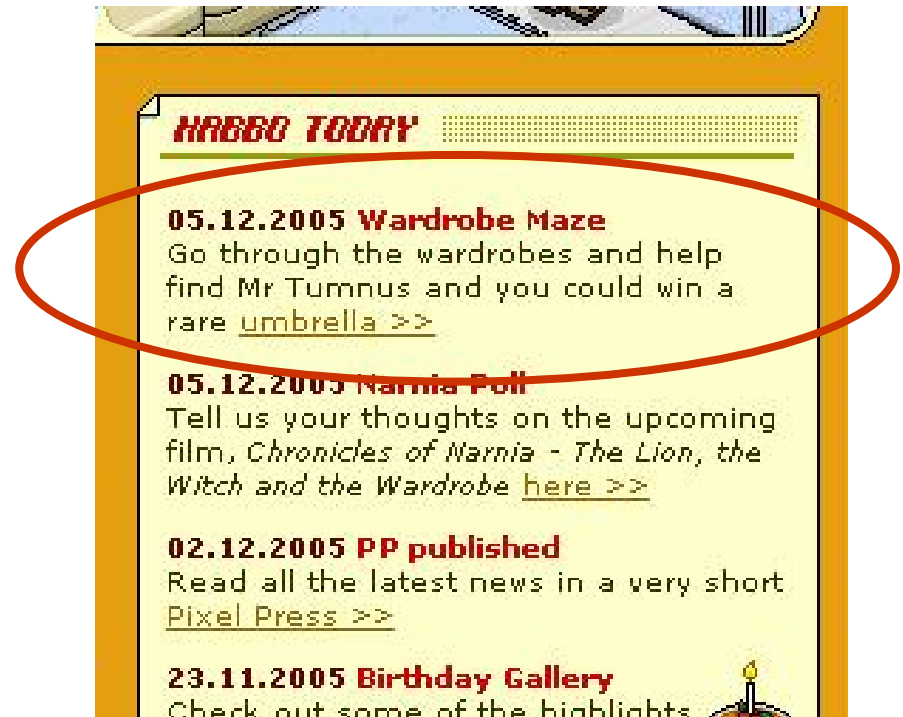
The Lion from the film Narnia is called...

- ☐ Tony
- ☐ Jason
- ☐ Aslan

Narnia Wardrobe Maze results

Amount of participants 2,170

Prizes – Rare pieces of Habbo
Furni and Habbo Credits



Narnia Quest results

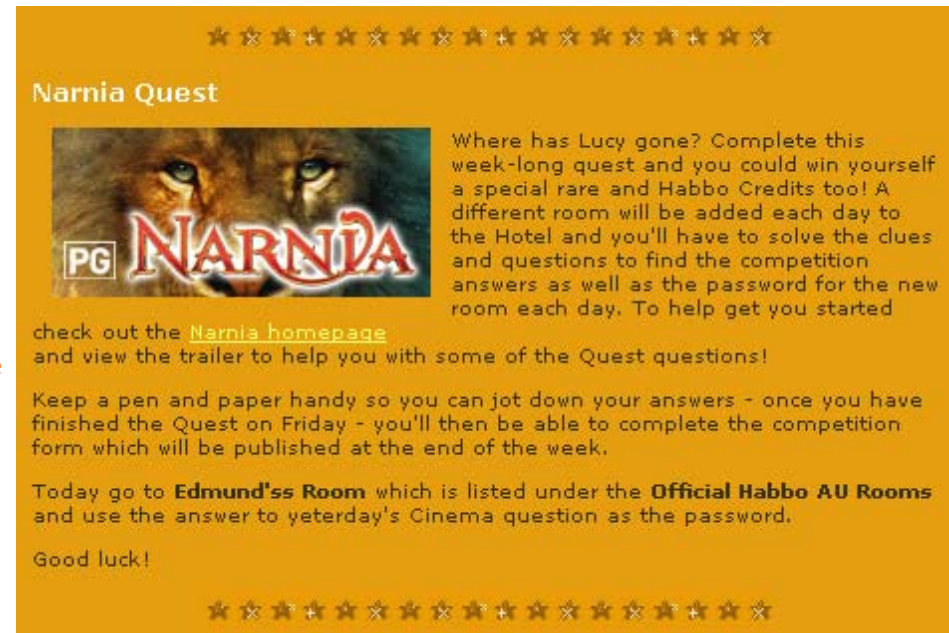
Page impressions on competition
page: 9,616

Clicks on competition page: 593

CTR on competition page: 6,2%

Lucy (a character from the movie) had gone missing and the users were asked to participate a week long quest to find her.

See following slides for more images of the quest rooms.



Narnia Quest: Enchanted Forest



Narnia Quest: Cair Paravel



Narnia Quest: Aslan's Camp



Fan sites



Where's Lucy Gone? To find this out you'll have to finish this weeks Quest and you may also win A special rare and some Credits aswell, They will add a new room each day to the Hotel and you gotta find out the clues and questions to find the Answers aswell as get the password each day. For Some startin help check out the Narnia Home Page

Today Go to Edmunds room In The Official Au Rooms and use the answer from Yesterdays cinema Question as the password.

News Reporter: Approach

Off To Narnia With.. Ermmm.. Lucy?

Lucy is lost in the wonderful world of "Narnia" and its your job to find her! And this is no normal quest, this time it is a week-long quest. A new room will be added every day that will slowly lead you to the abandoned Lucy.

A reward has been put up for those who find our lost friend, a **Special Rare** is up for grabs as well as some **Habbo Credits**. Go to **Lucy's Room** under the **Official Habbo AU Rooms** category to start the quest.

Also a big welcome to **Fozzie**, the new Assistant Hotel Manager, who made a grand entrance in the Opera House yesterday. She will fit into Habbo Au perfectly.

20 Dec 2005 by Gyser

Australian News

[0 Comments & Read More](#)



20 Dec 2005, "Edmund's Turn!"

Woah, Edmund's turn today! If you missed out on the start of the comp yesterday, you still might be able to do it if you go to Lucy's room. Anyway, today, you have to go to Edmund's room, use the password you got from yesterday's Narnia comp, and do today's quest. It's going to be really fun!

And the prizes are awesome! So search Edmund and use the password you got from yesterday to get in. Remember, it's CaSe SeNsItIve!

- Micky



Written By: Micky21 |

There are [\(2\) Comment\(s\)](#)

Case Study 2

Garnier Manga Head Campaign

July 2006

Campaign Elements

- » Manga Head Disco - Sponsored area with two billboards
- » Garnier Manga Karaoke Party
- » Design Competition - Garnier Manga Text Ad
- » Console Message to promote design competition
- » Garnier Manga Banners



Manga Head Disco - Lounge



Manga Head Disco – Dance Floor



Manga Head Karaoke Party

The Karaoke Party had two separate auditions held in the Manga Head Disco. Approx. 100 Habbos turned up for each one of the auditions.

15 groups were then picked up for the Karaoke Party held in The Opera House, with an audience of 100 Habbos!



Manga Head – Design Competition

- » Design competition launched on the Habbo homepage.
- » A console message was sent to 1,034,157 consoles to inform Habbos about the competition
- » Competition entries: Very High!

MANGA HEAD DESIGN COMP

Mess your hair, Manga style in this wild and wacky design comp!

Japanese street style is the hottest new look, so we want you to feel the Manga power and unleash your Habbo's inner superhero by giving him/her an explosive hairstyle.

You can create an unstructured, crazy and bold hairstyle for your Habbo digitally using a painting program (like Paint or Photoshop) or experiment to the extreme with water colours, crayons, fabric, glitter... whatever!

For some serious inspiration, visit this cool website: [Manga Head](#)

Read The Manga Story and start planning the ultimate Manga hairdo... The crazier, the better.

How to enter:

- You can create your image using a paint program. When you have finished, save your image and email it as an attachment to competitions.au@sulake.com. Oh, and don't forget to include your Habbo name, include your Habbo name and then

Habbo Console

HABBO

Do you have what it takes to mess your style, Manga style and design an edgy, zany and wild hairstyle for your very own Habbo? We're looking for the most creative and original design to win an enormous first prize consisting of a \$288 Garnier pack, 1 free month of Habbo Club and 25 Habbo Credits!

[Manga Head Comp](#) OK

[MY INFO](#) [FRIENDS](#) [FIND](#) [?](#) [HELP](#)

st, craziest design will receive a 5 Habbo Credits.

100 Garnier pack and 25

and in their design will receive a



Fan sites

The campaign received a lot of positive attention and was widely discussed in the Habbo fan sites

Community ~ News

Manga Head Disco!



With the new sponsor (**Manga Head**) Habbo AU thought it would be a super idea to give them a public room! So out with the old boring name and in with the new **Manga Head Disco!** Well that's not all they did please welcome the new Manga Head bots **Hiroshi & Akiko** So get parting there because the Manga Head Disco can't party alone!

Article by *Distrabution* (Community Manager)

22 Jun 2006 | [0 Comments](#)

19 Jun 2006

Head Design Competition On Habbo Hotel.

Are you a neat Habbo? Never like your rooms to be messy? Your Habbos clothes are as neat as a pin?



YOU'RE TIME IS UP!

Go crazy with you Habbo by going crazy with your Habbos clothes & hair!

Think up the coolest and wackiest hairstyle to win this Competition on Habbo Hotel.

Let loose your Habbos neat locks and let it go **WILD!** Give your Habbo a mind blowing hairstyle that will make all the pixels turn.

There are **gigantic** prizes to be won, so let your thoughts go wild.

How to enter:

- 1) Log onto www.habbohotel.com.au & go to the Competitions page. It will tell you more about this competition.
- 2) Create a mind blowing hairstyle using the programme Paint & e as a attachment to:

s.au@sulake.com with ?Manga Head? as the : forget to include your Habbo name.

o hand draw your hairstyle and send it to:

Design Comp
alia Pty Ltd

1
2001

Habbo name.

Monday **3rd** of July.

1

One lucky Habbo with the coolest, n will receive a **\$200 Garnier** mbership, plus 25 Habbo Credits. **Jp:10** runners up will score a **rnack** and 25 Habbo Credits



HABBO

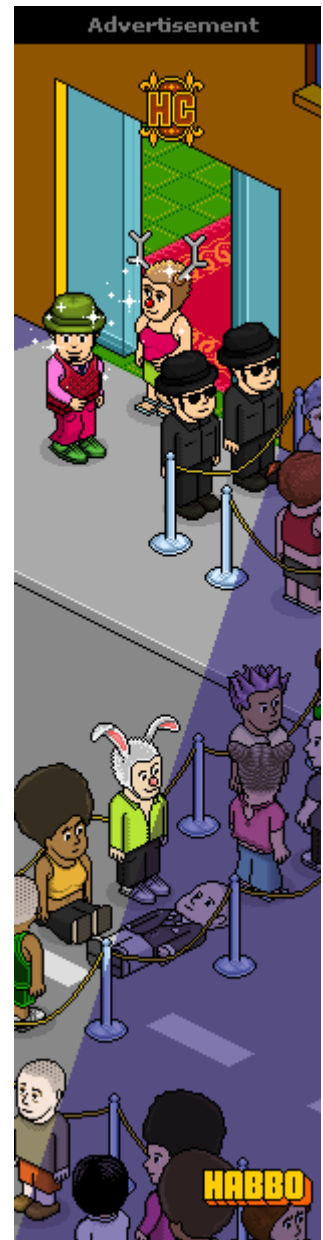
The Power Of Interactive Gaming

- » Communities and multiplayer online games have created a new medium which users "control and own" through their participation.
- » These games and communities are a new type of channel for brands to interact with their customers
- » New types of consumer brands will be created from "bottom up":
 - " A good brand forms a community of users"
 - what happens when the community forms the brand?
- » Clearly this is largely uncharted marketing territory



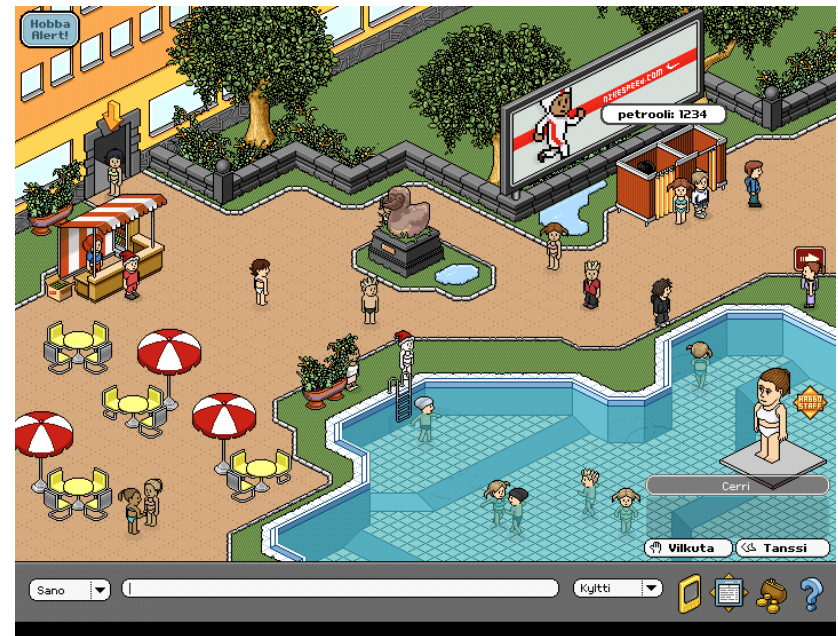
New Marketing Territory

- » At the core are a bunch of switched on new consumers who have created their own playgrounds and virtual comfort zones.
- » With 100% creative control, customisation and personalisation they can be who ever they want to be.
- » Have total control of their virtual world where they can change their identity, environment and whom they communicate and interact with in an instant.
- » Translates into a belief that brands and companies should deliver to them whatever and whenever on their own terms.
- » Brands that can deliver this are quickly embraced.



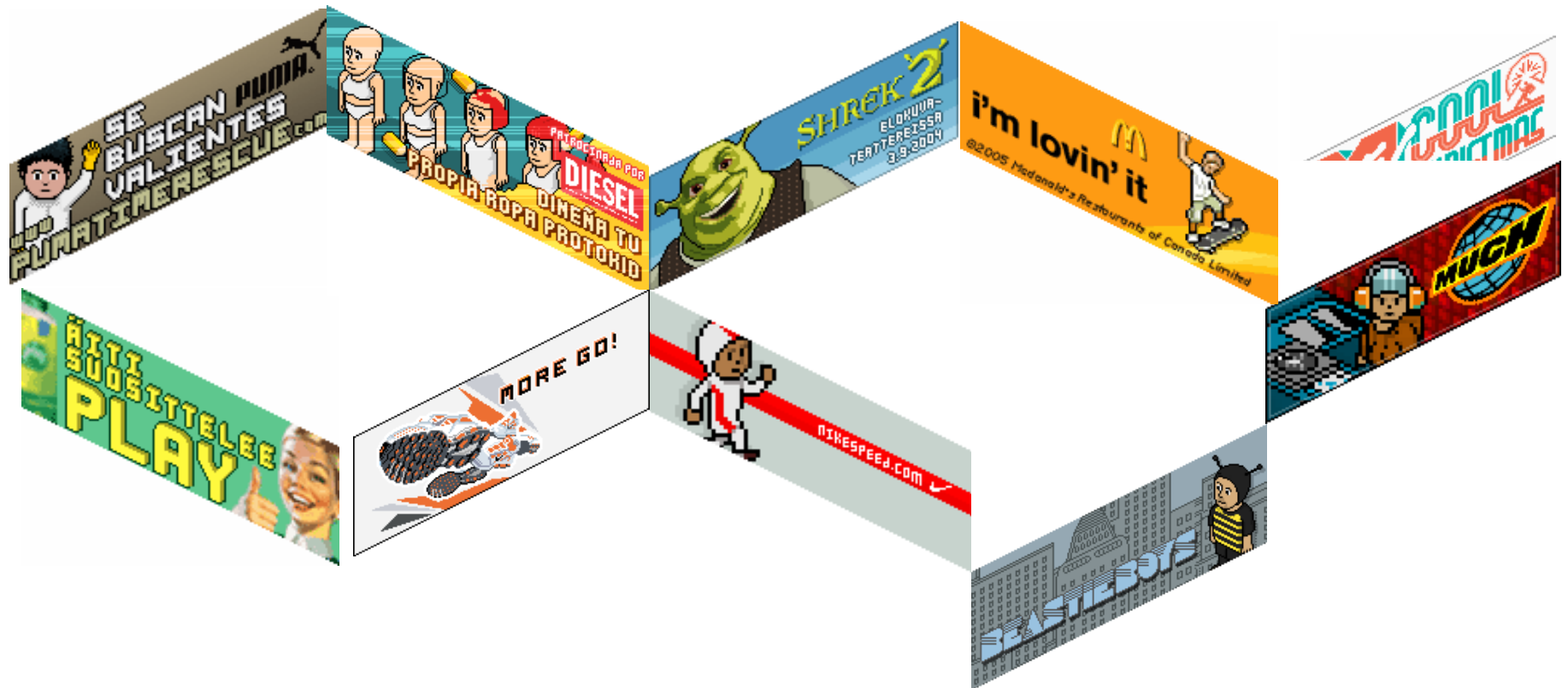
Marketers & Advertisers Need To

- » Start to understand this new type of consumer media behavior
- » Update their online and communication strategies to harness these communities of user generated content
- » Take notice of a medium where every month over 250,000 teenagers are spending an average 20 minutes a day 5 times a week!
- » See a New Media has been born.
- » Have your brands checked into the Habbo Hotel yet?



References

» Billboards created in pixel graphics



Just Another Day In The Habbo Hotel..... Thank You



For Further Details Please Contact
Jeff Brookes – Regional Director Sulake Asia Pacific
Email - jeff.brookes@sulake.com