Secondlife.com vs iStorez.com

Amanda, Jessica, Adriana, Ashley

Interactive Branding & Mass Customization

Secondlife.com

- Allows people to create avatars of themselves and participate in real life activities
- It allows people to interact with the brand by touring this virtual reality store.
- Shows customization to consumer's time, taste, and character.

iStorez.com

- Allows users to create their own customized shopping mall.
- Users can browse thousands of storefronts based on users' preferences and criteria.
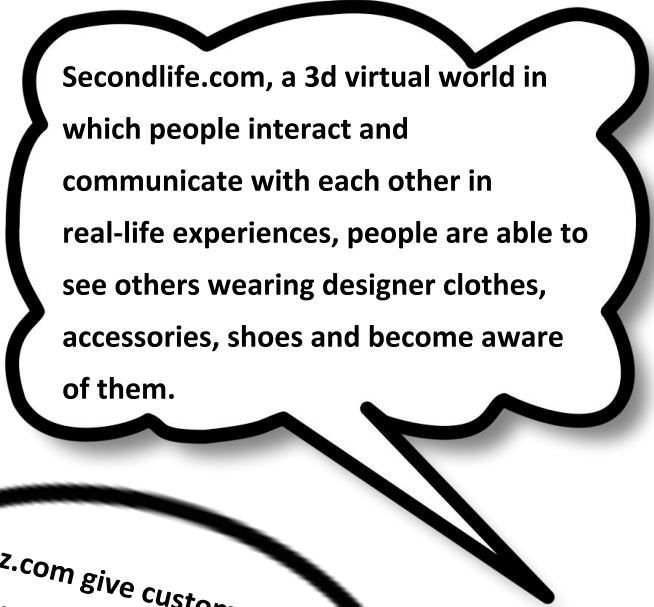
Impacting Brand Decision

Secondlife.com	iStorez.com
• Company benefits as it becomes a front runner in what may become, the future primitive way of shopping. • Gains access to real-time feedback from its users	• Company becomes a front runner as it establishes itself as a one-stop shop, with extensive options. • Also, becomes a front contender in theme-based shopping
• Individuals become part of an exclusive 3D virtual community, where shopping becomes exciting again. • Through this interactive website, consumers begin to think of themselves as "business partners", not just customers	• Individuals get to assert and design the space they will shop in • Customers gain access to the lowest prices across the board on all items. Limiting the amount of work one would have to engage in to find discounts on their own
• The culture second life transcends and creates through it's methodology, truly	• Becomes an aiding fuel in the epitome of technology culture and adds its own

Brand's Positioning Strategy

Secondlife.com	iStorez.com
● Recently many big businesses have taken interest into the online virtual game as a testing ground, with intentions of creating brand awareness.	● The site allowed consumers to shop up to 15,000 highest retailers and brands; with the use of compare pricing.
● These businesses would be able to make avatars and build their actual business which already exist.	● Consumers could create a "My Mall" which would only generate current trend and promotions customized to their interest.
● Creates interactive branding, the use of the brand within the virtual world through advertisement and entertainment.	● Partnered with retailers like Saks Fifth Avenue, Macy's, Gap, Avon etc. to activate a feature called nearby now (find, buy, and pick up)

Communication Strategies

Both Websites:

- Focus on the experience that the customer has when they visit the websites.

- "the focus of the communication message is to remind potential users of the brand value and invite them to participate in a highly gratifying experience of collaborating in developing the product… It's about the experience, not the features" (Hameide, 2011)

Secondlife.com, a 3d virtual world in which people interact and communicate with each other in real-life experiences, people are able to see others wearing designer clothes, accessories, shoes and become aware of them.

iStorez.com give customers the opportunity to explore thousands of storefronts in one destination and gives them the chance to create a virtual mall of their favorite stores.

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- This differs greatly from traditional brand communication strategies because other brands focus on showing the products and its features in order to promote their positioning proposal to their customer without giving them a good virtual experience
- . Both websites communicate itself through message sharing, networking, and word of mouth of its users.

Secondlife.com

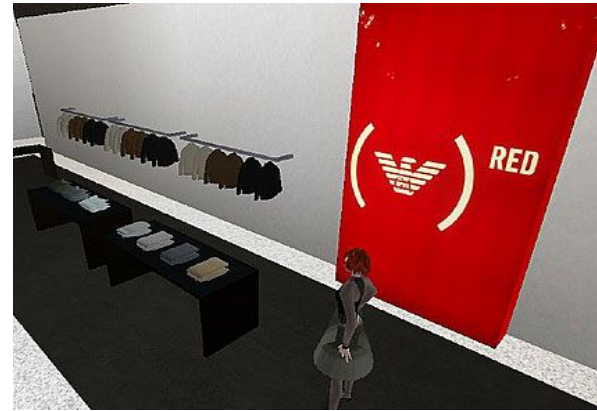Create an avatar and try on different outfits and garments.

Visit a variety of designer and high end stores.

Secondlife.com

Designer Collections

Prices and matching accessories

Customize the garment color & texture

iStorez.com

- iStorez takes theme-based shopping to the next level, enabling you to shop by look, ensemble, seasonal trends, special event, holiday or topic.