

Case Study

GBK Production's 3D Virtual Gift Lounge in Honor of the 2010 MTV Movie Awards

2010 Nominee for a Public Relations Award by BizBash Magazine



3D was prevalent in 2010. Following the success of the nominated film *Avatar*, GBK sought to tie in a relevant theme to their **MTV Movie Awards Gift Lounge**. Partnered with Virtual Celebrity Islands, GBK re-created their signature award show gifting environment online in its own custom-made 3D virtual world. This **first ever 3D Virtual Celebrity Gift Lounge** allowed fans to attend this traditionally industry-only event through the use of their own avatar! Throughout the event, guests logged in via their avatar to explore the GBK lounge and each participating lifestyle brand. Celebrities and fans communicated in real time through instant chat, performances were streamed live, guests participated in product giveaways, and each sponsor had a fully-branded and interactive booth within the 3D lounge.

Purpose:

The purpose was three-fold: to connect fans and consumers with brands and celebrities in a meaningful way (and accessible throughout the nation), to tie in a theme-relevant event concept, and to revitalize the traditional gift suite concept and environment.

Target Audience:

While the luxury gift lounge is targeted at connecting brands with celebrities, the Virtual Gift Lounge aimed to connect brands and celebrities to fans and consumers.

Intended Results:

The intended result was to create a fresh buzz-worthy angle for this yearly event. By tying in the 3D virtual theme and successfully connecting the outside world and consumers to this exclusive event in an interactive way, the event brought higher visibility to sponsors and inspired a fresh twist on media coverage.



Guest Reaction to the Event:

The positive reaction from the media led to write ups in outlets new to the gifting concept as well as a focused attention from all mentions stemming from the event. Sponsors were thrilled with the unique attention it brought to their brands, and the powerful brand interaction it offered.

Companies – GBK Productions, Virtual Celebrity Islands, Activeworlds

