



# Brand Avatar: Translating Virtual World Branding into Real World Success

*Alycia de Mesa*

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## **Brand Avatar: Translating Virtual World Branding into Real World Success** Alycia de Mesa

Virtual worlds such as Second Life, have millions of users worldwide. Virtual world "residents" wield huge purchasing power, and use real money in the online economies. Companies as diverse as Adidas, Jean-Paul Gaultier, and MTV have plunged into these uncharted waters to give their brands a virtual presence, using varied strategies.

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