

Virtual World & Social Network for TWEENS (9-14 years)



Reach millions of Tweens to increase brand engagement & product sales

Woozworld is a fast growing, child-safe, web 2.0 Virtual World and Social Network for Tweens that allows kids to **unleash their creativity and interact freely with others.**

In this **user-generated massively multiplayer** online game (MMOG), Tweens can make friends, socialize, role-play, start businesses, build homes, open hotels, create TV reality shows, choreograph dance shows, attend concerts, participate in weddings, adopt family members, etc.

A **limitless living universe** that the Tweens have built together, kids create, exchange, communicate, support each other and simply have fun - making Woozworld a true reflection of their desires, aspirations, interests, tastes, and values... And they do so **naturally**, behind the cover of their avatar which allows them to express themselves freely.

1 How popular is Woozworld with Tweens?

Since December 2009, millions of Tweens (9 to 14 years) have actively participated in Woozworld, interacted with each other and the brands marketed in this safe, user-generated community where kids can role-play and be whomever they aspire to be...

• Average of **12.3 million unique** monthly visitors



• Over **18 million virtual spaces** created by Tweens



• Average **daily session**



• **21.9 million game sessions** per month

• **1.1 million in-game players** per month

• **Certified COPPA compliant** (Children's Online Privacy Protection Act)

2 What does Woozworld deliver?

- Real-time brand engagement with Tweens
- A rapidly growing, user-generated Virtual World and Social Network for you to virally engage & communicate with Tweens in real-time to drive consumer interest & influence purchase behavior
- Privileged & direct access to Tweens to extend your reach, exposure & visibility while increasing the sale of branded virtual goods, real products, music, etc.
- An open & flexible social platform to connect, engage & interact directly with Tweens to evaluate, evolve & increase your brand awareness
- A sophisticated Business Intelligence (BI) engine that provides the behavioral analysis & predictive analytics to make better & faster business decisions while reducing your marketing research costs

3 Gain Real-Time Tween Insights & Analytics

Woozworld, a creative, interactive, participative, social community provides an incomparable means for companies to gather invaluable Behavioral Analysis, Research and Business Intelligence (BI) on **Tween tastes, trends and behavior.**



INCREASE sales to the Tween market



BOND with Tweens to increase brand awareness and loyalty



UNDERSTAND their consumer behavior as Tweens feel comfortable and safe in the world they have created so their interactions are thoroughly natural and unguarded...



PREDICT which design, color, shape, song, game, toy, book, garment, etc. will sell more prior to the heavy investment of launching in the real world...



Get Tweens
excited about
YOUR brand!

Jenny *



**MORE EFFECTIVE THAN YOUR
PRINT, TV, RADIO &
ONLINE BANNER ADS...**

**IN WOOWORLD, TWEENS
CONNECT, COMMUNICATE,
ENGAGE & INTERACT
WITH YOUR BRAND & PRODUCTS.**



**WOOWORLD IS A UNIQUE
KID-GENERATED
SOCIAL PLATFORM
THAT OFFERS REAL-TIME
BRAND ENGAGEMENT**

4 Promote YOUR Brand Directly to Tweens

Mya Wooz Boutique - Mya Wooz (the popular fashionista) promotes different collections to the Woozens, the Tweens on Wooworld. She's the trendsetter they are all following!



Jay Wooz Unplugged Eventz - Jay Wooz (the music guru) promotes different artists so Tweens discover new musical talents!



5 See how Tweens engage in Woozworld!

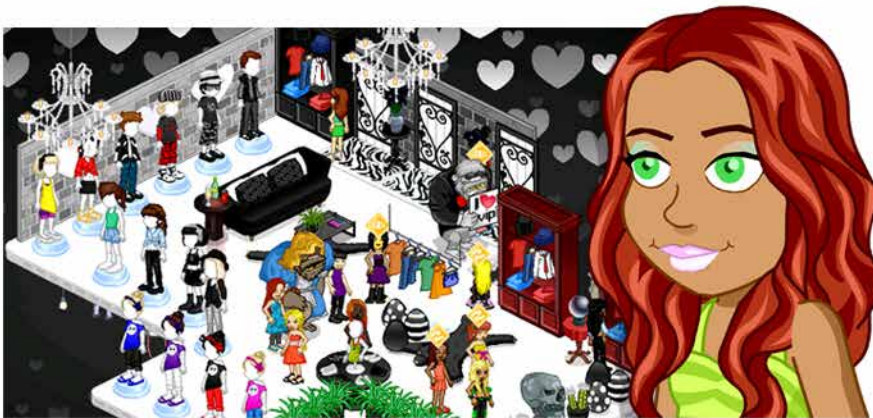
Woozworld provides the ultimate brand engagement in these Tween-created virtual spaces where kids can showcase and endorse your brand... as their own...



Adoption and Foster Care Center

established by HannahMess
(12 years old)

The Tweens' innate need for social interaction is demonstrated by the many adoption centers that kids created in Woozworld where they can adopt siblings, parents, etc.



RipleyW Beex clothing store

built by RipleyW
(12 years old)

With almost 2.6M visitors to RipleyW's store, this enterprising Tween is already a multi-millionaire in virtual currency in just 8 months.



The Hunger Games quest

created by xCaceyx
(16 years old)

The real world comes into Woozworld through the Tweens' imagination and talents.

The latest hit movie "Hunger Games" was xCaceyx's inspiration as he created a quest that appeals to the Tweens and reflects their current interests.

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