

On the web:

[WOOZWORLD.COM](http://WOOZWORLD.COM)



## Woozworld is the largest virtual world and social network with over 25 million tweens ages 8-14

Tweens create their world, design unique avatars and online spaces, socialize with friends, build virtual businesses, attend live events and organize activities in a limitless universe.

**25 MILLION**  
REGISTERED  
**USERS IN**  
**3 YEARS**

**6.5 MILLION**  
MONTHLY  
UNIQUE  
**VISITS**

**22 MILLION**  
MONTHLY  
GAME  
**SESSIONS**

**29 MILLION**  
USER-CREATED  
**VIRTUAL**  
**SPACES**

**THE FIRST**  
**FREE TO PLAY**  
**CROSS-PLATFORM**  
**VIRTUAL SOCIAL**  
**NETWORK**  
WITH CONTINUOUS  
GAMEPLAY BETWEEN  
**THE WEB AND**  
**MOBILE APP**



**AVERAGE DAILY**  
**WEB SESSION:**



**70%**  
GIRLS



**30%**  
BOYS

**CERTIFIED**  
**COPPA**  
**COMPLIANT**



## Bring your brand to life in Woozworld

*Woozworld is a secure world connecting tweens with brands from the palm of their hands!*

[www.woozworld.com](http://www.woozworld.com)

Links to iTunes songs



HI! I'M PIERRE BOUVIER! COME CHAT WITH ME!



Links to Twitter

Links to YouTube videos

Links to store

## TWEEN ENGAGEMENT

- Tweens love to voice their opinion, buy branded virtual goods, participate in surveys, watch videos, even help design new products.
- Tweens are responsible for 200 billion in sales per year.
- 90% of tweens play online games.

## WOOZWORLD DELIVERS:

- Real-time brand engagement
- Safe two-way communication with tweens
- Targeted tween advertising
- Online/offline marketing strategies
- Cost effective advertising and market research



OMG! I TOTALLY NEED TO GET ELISSABAT'S HAIR!

I <3 MONSTER HIGH!

Members wear branded virtual goods of your products



Videos

Link to your online store

Conduct a survey



Replicate your storefront

Live-chatting ambassador

## CONTACT

partner@woozworld.com  
www.woozworld.com



# Standard Ad Placement

## Landing Page

LEADERBOARD 728X90  
BIG BOX 300X250

The screenshot shows the WoozWorld landing page. At the top, there is a navigation bar with 'About us', 'Parents', and 'Help'. Below it is the 'Wooz world' logo. A large green banner contains the text '728 x 90' and 'JOIN NOW! CLICK TO GET STARTED' with buttons for 'Girl' and 'Boy'. Below the banner are sections for 'VIDEOS', 'FRIENDS & CELEBRITIES', 'FASHION', and 'GAMES'. A navigation bar at the bottom includes 'WoozNewz', 'WoozBand', 'Starz', 'Eventz', 'Contests', 'WoozFanz', 'Tutorials', and 'Help'. At the bottom of the page, there is a 'GREAT DEAL!' banner for 'GIFT CARDS available at TARGET' and a '300 x 250' big box ad.

## Woozin

LEADERBOARD 728X90  
BIG BOX 300X250  
MINI SKYSCRAPER 300X600

The screenshot shows the Woozin user profile page for 'NoNameAd'. The profile includes a 'Refresh my Woozin' button, a profile picture, and statistics: 291 likes, 7676 followers, 1 post, and 34 friends. Below the profile are sections for 'Style up your Woozin!', '1st Class Citizen', 'WallZ', 'Inbox', 'Albumz', 'Wooztube', 'Search for a Woozen', 'Leaderboards', 'Friends (2)', 'Pending requests', and 'Hot Friends'. A 'WallZ' section shows a post from 'MaxWooz' with a congratulatory message. Below the post are tabs for 'Friends', 'Hot Friends', 'Wooband', and 'My WallZ'. A 'Hot Topics' section is also visible. The page features three ad placements: a '728 x 90' leaderboard ad at the top, a '300 x 250' big box ad on the right side, and a '300 x 600' mini skyscraper ad at the bottom right.

Refresh my Woozin

NoNameAd

275  
7311  
1 ▶  
28 ▶

Member since 13 days ago

6 166 / 220 pts  
20 / 17

- Style up your WoozIN!
- 1st Class Citizen
- WallZ
- Inbox 2
- Albumz
- Wooztube
- Search for a Woozen
- Leaderboards
- Friends (2)
- Pending requests 4
- Hot Friends

Invite Friends

Advertisement

728 x 90

Arcadz : Amazing Sheriff

Advertisement no ads for VIPs

728 x 90

Clicking on the ad will take you to a site outside of Woozworld.

**Arcadz**  
LEADERBOARD 728X90

7311

Woozkea Boutique

1434378

NEW COMICS  
NEW  
Real SHIRTS!

160 x 600

Clicking on the ad will take you to a site outside of Woozworld.

**Unitz**  
SKYSCRAPER 160X600

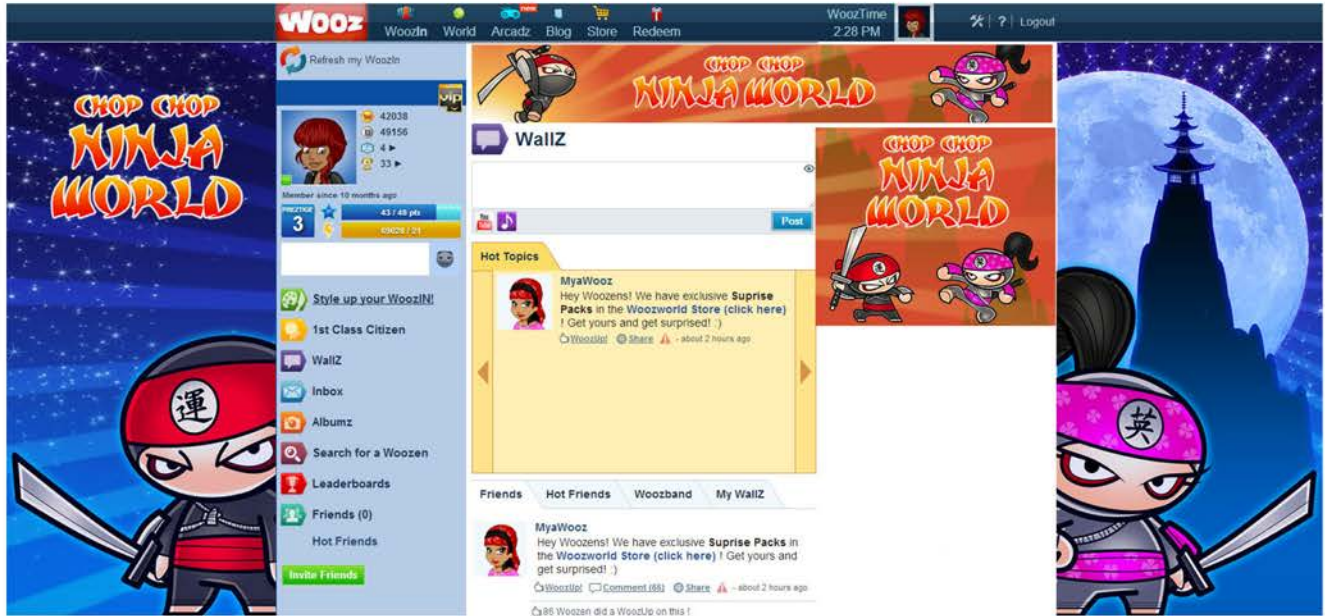
# High Impact Units (Native Ads)

## Homepage Takeover

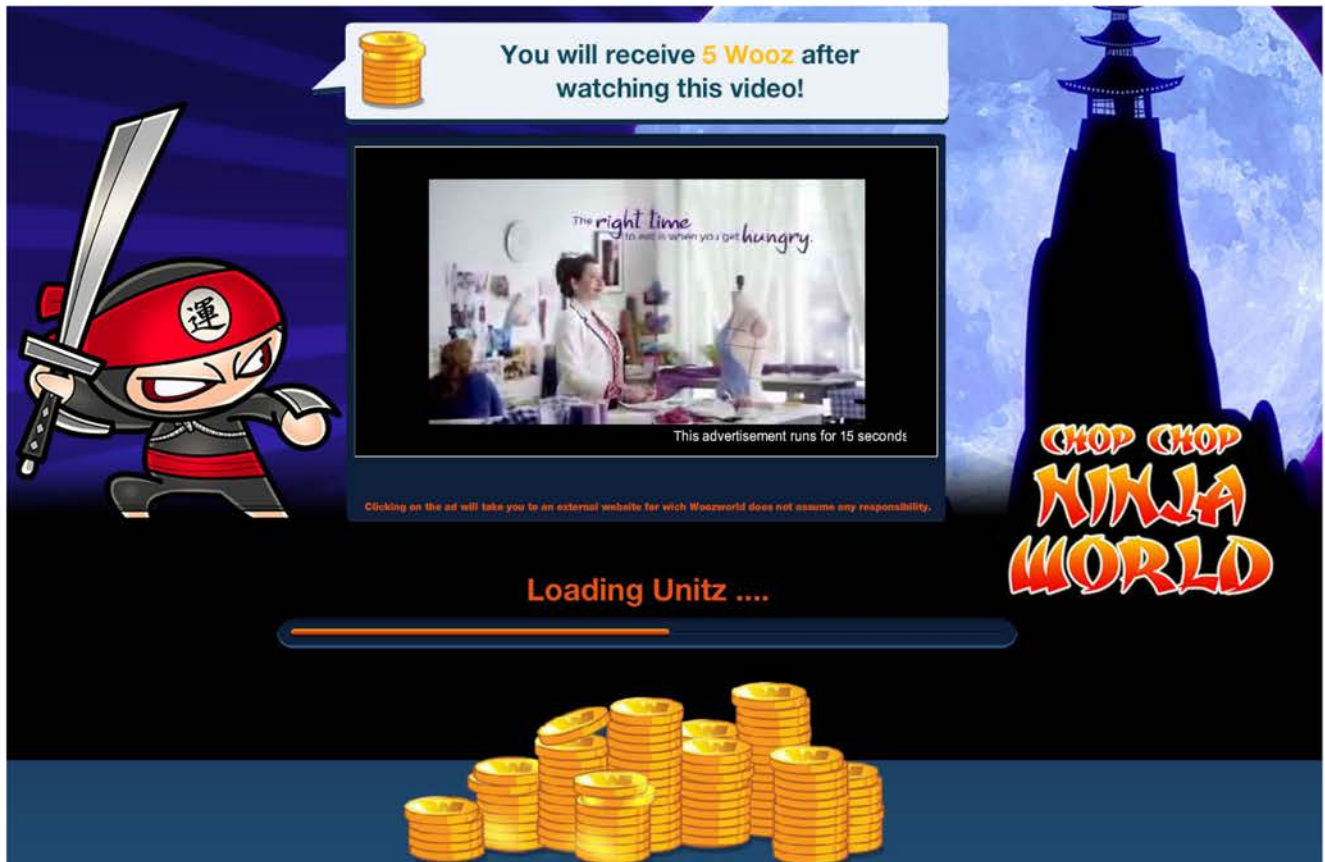
The image shows a screenshot of the WoozWorld homepage takeover for 'Chop Chop Ninja World'. The layout is as follows:

- Top Left:** 'CHOP CHOP NINJA WORLD' logo with a cartoon ninja character.
- Top Center:** 'WOoz world' logo and 'CHOP CHOP NINJA WORLD' banner with a cartoon ninja character.
- Top Right:** 'CHOP CHOP NINJA WORLD' logo with a cartoon ninja character.
- Center:** 'JOIN NOW!' text with 'CLICK TO GET STARTED' and arrows pointing to 'Girl' and 'Boy' buttons. Below this is the text 'Amazing Virtual World and Social Network for Tweens!'.
- Center Bottom:** Navigation menu with 'VIDEOS', 'FRIENDS & CELEBRITIES', 'FASHION', and 'GAMES'.
- Bottom Left:** 'GREAT DEAL!' banner for 'GIFT CARDS now available!' with 'Click for more details' and 'WOOWORLD GIFT CARDS'.
- Bottom Center:** 'Advertisement' banner for 'CHOP CHOP NINJA WORLD' featuring a cartoon boy.
- Bottom Right:** 'CHOP CHOP NINJA WORLD' logo with a cartoon ninja character.
- Navigation Bar:** 'WoozNewz', 'WoozBand', 'Starz', 'Eventz', 'Contests', 'WoozFanz', 'Tutorials', 'Help'.
- Background:** Various cartoon characters and a pagoda under a full moon.

# Woozin Takeover



# Video Pre-Roll Takeover



# In-Game Premiums

## Act Now Unit



# Billboards & Buttons

