

## Rivers Run Red

Contributed by Administrator  
Monday, 02 July 2007  
Last Updated Thursday, 26 July 2007

Rivers Run Red was the world's first agency to establish a working presence within a virtual world. Established in Second Life since 2003, with bricks-and-mortar offices in London and San Francisco, we are an immersive spaces company, working to develop virtual worlds as a new channel to engage in communities, reach consumers, and build brand experiences.

Our virtual world clients include: adidas, BBC, BBH, Calvin Klein, Channel 4, Diageo, Heineken, Herman Miller, ING, Penguin, Philips Design, Reebok, Renault, Sky News and Vodafone.

We are also working with major global partners to step over the line between the virtual and the real. We have developed new media channels, including VirtualLife.TV - the broadband TV channel, in partnership with major content providers like Paramount, Sci Fi Channel and Ninja Tunes. [www.riversrunred.com](http://www.riversrunred.com)