



PRESS RELEASE

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ATTENTION NICK FANS!

THE MTV CHANNEL NICK HAS ANOTHER WEBSITE: "CLUB NICK". IT WAS DEVELOPED BY THE BERLIN-BASED INTERACTIVE AGENCY MOCCU IN COLLABORATION WITH THE DYNAMIC DUDES.

SpongeBob, Jimmy Neutron & Avatar – the world of the eight- to eleven-year-olds has a new online platform: Club NICK by MTV Networks was launched at the beginning of September.

Stephanie Kaiser, Product Manager MTV Networks: "The development of Club NICK was multilayered and we were looking for a service provider who would cover the areas of corporate design, digital brand positioning, entertainment, didactics and online worlds – the agency Moccu supported us professionally in every aspect."

At the beginning of the year the Moccu team stood up to five other agencies and first developed the CI and logo for Club NICK. For the website, the creative team used the popular characters from the channel's TV shows and created separate, thematic worlds for Spongebob & Co. The content of Club NICK ranges from games and educational features with many brain teasers and puzzles to avatars – the so-called NICKidz – and easy to understand news about world affairs – prepared by newswire dpa.

Parents are granted an online world with educational content that is secure and suitable for children – without advertisement and the dangers that the internet holds for young users.

Moccu is an interactive creative agency based in Berlin with an office in Vienna. Since 2000 Moccu has planned, designed and produced interactive communication of visual and technical excellence. References include communication solutions, brand experiences and websites for companies like Volkswagen, Canon, Dior, L'Oréal, Vodafone and the WWF.

www.clubnick.de

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