

KIBU.COM

CONTENT

- fashion and beauty
- animals
- advice
- relationships
- college and school survival
- Kibu's Daily Dilemmas, where members discuss real life issues and questions
- trends
- music
- social issues
- entertainment news

There is no traditional homepage, making the site easier to use. Issues are presented by "Kibu FACES," people who are in their mid-20's, just a little older than the target market. The site has 21 FACES.

Kibu has an online lounge where girls can voice their thoughts, propose and vote on daily dilemmas. Kibu will open an offline Lounge this summer in Ghiradelli Square in San Francisco, where girls can interact with FACES, explore, learn, have fun, and socialize.²

TECHNOLOGY

- Online shopping
- Message boards
- Polls and quizzes (to acquire marketing profiles of end users)

REVENUE

Kibu's corporate site describes their business model as "online integrated marketing" a combination of creative online content and offline programs that girls love and sponsors find effective. Kibu does not have banner ads. Instead, they offer permission-based marketing messages to the girls and give sponsors an targeted invitation to reach their market.

Kibu has a loyalty program for girls called "kPoints xChange"³. Girls are rewarded for being active participants by answering surveys, clicking through partner partner marketing messages or submitted a Daily Dilemma.

The Kibu Box is mentioned in the press section of the Kibu site. Ten thousand girls will win a Kibu Box each month, and the box will be filled with sample products from sponsors.⁴ The sponsors also get rich market research in the form of follow-up online surveys and chats about the products.

Site revenue is driven by:

- 1) Online advertising and sponsorships:
- 2) Ecommerce commissions enabled by loyalty program: Girls can exchange kPoints for gift certificates, accessories, beauty products, and more at the kPoints xChange.⁵

TARGET

The target market is made up of girls between the ages of 13 and 18, a total population of 12 million girls in the United States.⁶ Girls are asked for permission before Kibu markets to them. Eighty five percent of users feel comfortable giving Kibu personal information as long as Kibu does not reveal this information to outsiders. Only minimal information is required to register: username, password, date of birth, zip code and email.⁷

According to www.kibucorp.com, girls like the articles on how to write an essay, turn down a date, etc., but they dislike the design of the site, which they find to be dull.⁸