

Amstel Class Act: FanCam

Why:

Class Act Season 1 was a big hit in 2010 with millions of people watching the reality TV show. But the success of the show wasn't reflected in the social media sphere with the Facebook page having only 2 700 fans and little interaction.

Season 2 promised to be bigger and better, and it needed to be reflected in the digital space.

What:

Class Act FanCam was born – I lead the reformatted agency team consisting of a copywriter, art director, videographer and IT wiz, set out to bring the extended Class Act audience every moment from the pre-audition practice session tour, to the nationwide mass auditions and the live studio shows.

How:

Class Act hopefuls and fans now had a direct link to the stars and producers of the show, as well as the Amstel brand executives.

By generating relevant content, facilitating 'real-world' and digital interactions, and rewarding the fans on behalf of the brand, FanCam earned the 'respect' that was needed to initiate genuine and engaging brand conversations.

Results: (During FanCam's 6-month involvement)

- Class Act Twitter: over 800% increase in followers
- Opened new voting channel: MXit
- Mobisite: 213% increase in votes
- Facebook page: from 2 700 to over 32 000 fans – 1 150% increase
- Conversation: 47 fan-generated wall posts per minute on FB page at its peak – that's a new conversation thread every second
- Spearheading South Africa's very first Facebook Auditions – out of 60 entries, 5 made it through to national callbacks.

Through Class Act FanCam, the brand was made real and accessible to an 'apparently disconnected', lower LSM target market.

facebook

Class Act's Photos - Durban Auditions 3
Photo 28 of 41

Wall

Info

ACTION SO FAR

Photos

Twitter

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About

CLASS ACT Season II: DOUBLE THE DRAMA, TWICE THE THRILLS...

31,707 people like this

facebook

Class Act's Photos - Hebron Practice Sessions - 18/02/2011
Photo 28 of 41

CLASS ACT
SOUTH AFRICA'S TOUGHEST FILM AUDITION

facebook

Class Act FanCam's Photos - Durban Auditions- FanCam Roadtrip
Photo 12 of 46

facebook

Class Act's Photos - Durban Auditions 3
Photo 28 of 41

facebook

Class Act FanCam's Photos - FanCam meets competition winner, Mkhulisi Mnyanya!
Photo 12 of 46

facebook

Class Act FanCam's Photos - FanCam Celebrity "Like Me" - Who's your F...
Photo 8 of 11

1. Add a funny/cool caption in the comment box.
2. Get yr friends to 'like' it.
3. The best caption with the most 'likes' wins!

Well done to Abudu CLASS ACT II and Fannie Class Act for making it till the very end. It's the end of a incredible journey! Keep on shining for all

1,104 Impressions · 137.32% feedback
16 July at 19:27 · Like · Comment

515 people like this.

View all 1,001 comments

Write a comment...

facebook

Class Act FanCam

Entertainment

Share: Post Photo Link Video

Write something...

Mulder Blacks

vote system is not fair nly Abudu doesn't deserve to win try bet system next time, even judges know who was the best character according to who there where looking for, see you next year group and the class act department, i will like to take part not as a actor production team, one thing for all of Africa vote too

Toto Mgilane

Hey Class Act Fancam just before we loose contact since the competition ends today just want to thank y'all for everything you have done for us, this competition has made me realise the love & passion i have for ACTING....thank you to SABC&AMSTEL thanks, till we meet again next year...much love...pass it to Class Act too.

doing the zorba-smashing some plates-Khulisa Anonika by Semona Turkey

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CLASS ACT
SOUTH AFRICA'S TOUGHEST FILM ADDITION

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ONE MAN. ONE WOMAN. THIS YEAR TWO STARS WILL RISE.
IT COULD BE YOU!

Slow Brewed.
Extra Matured.



WATCH CLASS ACT SEASON 2. SATURDAYS 18H30, FROM 23 APRIL

Persons Under the Age of 18. Drink Responsibly