

CATEGORY: SOCIAL MEDIA FOR PR
(BEST USE OF SOCIAL TO LEAD A PROGRAMME)
CONSULTANCY: ATMOSPHERE COMMUNICATIONS WITH SOCIETY
CLIENT: MWEB
PROJECT: #DINNERCAM
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OVERVIEW

“The MWEB #Dinnercam is an innovative idea. Cleverly tapping into a key online trend, Atmosphere & Society’s fresh approach did a great job of supporting our renewed communications objectives and assisted with the launch of the Fon WiFi service in SA. The campaign generated cut through local and international coverage for our brand, and helped us to achieve our three month sales targets in just short of three weeks. We also exceeded our annual Fon target within 3 months of launching by 169%- a job well done!”

Karin O’Donoghue, Marketing Manager, MWEB



MWEB is a leading Internet Service (ISP) and in 2014 set out to establish a WiFi platform. The challenge for Atmosphere and Society was to help MWEB to take this WiFi benefit to a youthful, tech-savvy consumer audience.

Enter the MWEB #Dinnercam. We conceptualised a portable, quirky, world-first “foodography” studio for those social media loyalists obsessed with sharing their favourite restaurant meals. The concept was a 100% on trend with popular internet behaviour. To spark conversation about WiFi in modern public life, #Dinnercam was launched on social media channels first.

The local media fell in love with it. And then international media and blogs embraced the highly sharable #Dinnercam story and YouTube video, stimulating lively global online debates about the merits of “food porn” and its new poster child, #Dinnercam.

For the first time titles such as Los Angeles Times, Huffington Post, and Time.com discussed MWEB's innovativeness. After six weeks, the campaign earned coverage worth R3.6million (1:1 AVE); potentially reaching 73 million people both locally and globally.

The target audience started talking about MWEB. This quirky solution firmly placed MWEB's generic WiFi offer at the centre of public conversation about a modern pop-culture trend. But best of all, MWEB reached its three month sales targets in less than three weeks.



#Dinnercam portable photo studio takes foodie pics to the next level



[LOS ANGELES TIMES, 7 May 2014](#)

STATEMENT OF CHALLENGES AND OPPORTUNITIES

Challenges

MWEB was seen as just another utility provider and most earned coverage was limited to local tech and IT publications, which reported on service and pricing. MWEB's products were not popular with younger, tech-savvy consumers. On top of this, MWEB had a number of dormant and disorganised social media accounts – frequented mostly by disgruntled customers - which needed a makeover to cut through the clutter in the already noisy and competitive social media space.

Opportunities

MWEB was rolling out WiFi in public spaces following a deal with international provider, Fon, which allowed participating customers to join a global network of over 12 million user-generated hotspots. A great opportunity to link accessibility with usage trends. What seemed like a burden – MWEB's disjointed social media presence – offered an opportunity to clean up, start afresh and focus the conversation on

compelling, active campaigns such as #Dinnercam to create positive brand association.

RESEARCH

We conducted extensive research which led us to key insights that inspired the creative solution of the #Dinnercam.

In-depth desktop research on international WiFi and internet usage trends illuminated the younger tech-savvy target market's passion points. We found that sharing meals online was clearly a growing trend according to the media, blogs and social media.

We also examined the quality of food photography on social media platforms such as Twitter and Instagram and the use of filters. We found that the struggle for good "foodography" not only plagued regular folk, but even became a source of ridicule for the likes of celebrity chef, Martha Stewart, whose unappetising food snaps graced popular media such as [Buzzfeed](#). On the ground, we spoke to local restaurant owners and observed foodies snapping their meals on smart phones. Top trend reports and opinions, including those of tech guru Arthur Goldstuck and trend site, PSFK.com also provided insights for the campaign.

Key insights

Our research showed that internationally, fast and free WiFi in public spaces greatly stimulated social media activity. The solid uptake of smart phones with quality cameras and the growing trend of capturing your life and passions minute-by-minute, directed our overall approach.

Food photography in public spaces was a huge – albeit loved or hated – global pop-culture trend and bad lighting in restaurants was its Achilles heel. We also picked up that several international and Michelin-starred chefs such as Dave Chang, Moe Issa and David Bouley, had banned foodography from their restaurants, so the topic was a much talked about one. What we needed was to jumpstart conversation amidst an already topical debate.

So, to tap into the foodie trend exploding on Instagram, Twitter and Facebook, we designed a unique (tongue-in-the-cheek) device – a mini-photography studio - to turn regular diners into great foodographers.

PLANNING OF STRATEGY

Business objectives

- Increase consideration of MWEB as an appealing internet service and Uncapped WiFi provider amongst youthful, tech savvy consumers;
- Push WiFi sales.

Communications objectives

- Create noise on social media channels so as to get influencers to talk about MWEB in a novel way that reinforces the brand as innovative and in tune with the mindset of a younger audience;
- Promote MWEB's WiFi offering through compelling content, not hard selling, as this approach would resonate best with young online trends obsessed consumers;
- Prompt engagement and encourage the audience to respond to MWEB in an emotional way;
- Secure social media and traditional media coverage for MWEB in popular media, far beyond the tech and IT media realm.

Key messages

- MWEB, an innovative South African ISP, has launched the #Dinnercam, the world's first portable photo studio to help diners take jealousy-inspiring pictures of their restaurant meals.
- The #Dinnercam is an initiative that showcases the benefits of public WiFi.
- #Dinnercam is a tongue-in-the-cheek comment on the huge pop-culture trend of "foodography" or "food porn", and demonstrates that MWEB is in touch with how people use public WiFi and social media.

Target audiences

- MWEB decided to target tech savvy consumers who live connected lives. Drilling deeper, we sought to speak to those youthful WiFi and social media users who liked to showcase their beautiful lives on the Internet.

Media channels

1. **Earned:** Editorial content for consumer, news, lifestyle, food media and their online offerings - especially those that would post the video and have social media widgets to make the story sharable; local and international trend, lifestyle & food bloggers; influencers
2. **Owned:** MWEB's own channels – website; YouTube, Facebook, Twitter, Instagram
3. **Shared:** comments on the audiences' social media channels



Isabel Foodie and 5 others follow
foodbeast.com @foodbeast · Apr 28
#Dinnercam is a Portable Lighting Studio Just for Food
foodbeast.com/2014/04/28/din...



RETWEETS 6 FAVORITES 2



Innovation

The #Dinnercam was the first ever mini studio designed to help people take perfectly lit and styled food shots with their phones. We worked with a leading local photographer and product developer to build the #Dinnercam around the needs of smart phones - on a very tight budget. These include:

- Discovering the ideal angle and distance from food for smart phones
- Providing warm and cool lighting options to create different effects
- Adding analogue filters in different colours that would enhance food shots
- Providing a clean, white infinity curve against which to photograph a meal

EXECUTION OF THE STRATEGY:

Tactic 1

MWEB partnered with one of Cape Town's trendiest Mexican restaurants, El Burro to introduce the public to #Dinnercam.



El Burro Mexican Restaurant, Cape Town

Local media, foodie influencers and lifestyle bloggers, well-known Instagrammers and other social influencers with large online followings, were invited to join us for a meal to try the #Dinnercam. Free MWEB WiFi was set up at the venue allowing all #Dinnercam users to immediately start sharing it online. We also connected used the hashtag extensively and printed out Polaroid-style photos of their #Dinnercam shots at the events.



During the launch period (April and May 2014), we made the device available to all diners, and eNCA, eTV's 24-hour news channel, came to trial it for their prime-time news segment.



Tactic 2

We produced a high quality YouTube video and stills of the #Dinnercam in action.

Tactic 3

Visuals were shared with local and international bloggers and social media noisemakers on Twitter, Facebook, YouTube and Instagram and across MWEB's refreshed social media channels, along with a short and sweet social-media friendly snippet explaining the concept.

[NBC Los Angeles, 1 May 2014:](#)

Curious how #dinnercam works? Watch on, photo foodies.



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Tactic 4

Good old fashioned pitching of the highly sharable story across SA and international media saw #Dinnercam gaining fame/notoriety across the globe. This, added to the already potent social media mix, saw the campaign explode in terms of international reach.



ellemagazinesa Follow
 10 months ago
 Mexican tapas at El Burro, photo taken with new foodie photography station #DinnerCam

♥ **live_love_laugh, helloemroberts, ayakokubotti** and 72 others like this.

Leave a comment...



tailsofamermaid Following
 10 months ago
 An entire contraption just for taking Instagrams of food #dinnercam 📷📷

♥ **rachellerob88, its_niki99, lizell1** and 52 others like this.

chopper.charlie
Can't one's phone do that?

za5
Where's this?

robynpony
Very clever!!

lizetheunicorn
so cool!

gaecokayne
No ways!!!! That's insane!

danielleforever22
Please send me your email address @tailsofamermaid

tailsofamermaid
@jal3r Yes, but this has special "lighting" to make it super profesh

tailsofamermaid
@za5 at delicious @_el_burro

♥ Leave a comment...



sarcastiKAYLI @KayliVee · Apr 10
This is amazing! Chilli margarita using the #dinnercam at @_el_burro thanks to @MWEBConnect



RETWEETS
2

FAVORITES
3



Tactic 5

After successfully going global, we secured coverage of a campaign results case study media release in local and international marketing and brand media.

EVALUATION

Communications criteria for campaign success	Delivered by Atmosphere and Society
<p>Combined PR & Social editorial return on investment promised: x3</p> <p>Total investment: R300k -fees, events, production of #Dinnercam</p> <p>Target ROI requested: 900k</p>	<p>Delivered: return x11 on the campaign investment</p> <p>Return: R3,9million</p>
<p>Secure local and - as a bonus some international - social media and traditional media exposure. The exposure needs to take MWEB into the realm of popular media and conversation, far beyond just the tech and IT media.</p>	<p>Reach*: 73 million potential readers around the world. Coverage appeared in mainly news, lifestyle and foodie media and blogs:</p> <ul style="list-style-type: none"> • <i>Local TV channel, eTV and its 24 hour sister channel ENCA, carried an entertaining 1:39min news feature on #Dinnercam, while top local blogs and online news platforms such as Memeburn, Dailyfix and 10and5.co.za also helped create local talkability.</i> • Yahoo.com - 1.9 billion visitors p/m • time.com - 42 million visitors p/m • Foodnet - 10 million p/m • Foxnews.com - 67 million p/m • LA Times and other media with over a million readers p/m • NY Daily News - 781,553 unique visitors per day • eTV and eNCA – 5 million viewers p/m • Some of the top international trend and PR blogs such as PRExamples, TrendHunter, PSFK, Springwise, The Daily Dot, Design Taxi, Ads of the World and Bored Panda covered the campaign. • Some of the top global food media and blogs such as CelebrityChef.com, Foodrepublic.com, Finedininglovers.com, Firstwefeast.com, All About Food Magazine and Flavorfulworld.com covered the story and posted the video. • The #Dinnercam YouTube video and hashtag was used in 45 prominent international websites in the month of its launch. • We also achieved 100% penetration of the brand word “MWEB” and 44% of “WiFi”. • Positive media sentiment about MWEB increased by 150% compared to the previous month.



Target number of media influencers at events: 10 x 2 events

Create noise on social media channels so as to get influencers to talk about MWEB in a novel way that reinforces the brand as an innovative and in tune with the mindset of a younger audience

Travel Chicks follows
 Brittany Dakins @bdakins · Apr 14
 #DinnerCam: the 1st portable photo studio tapping into the trend of posting #foodporn on @instagram [video] #WNIDM youtu.be/bbQh0uzPVAo



Introducing the MWEB #dinnercam
 By YouTube @YouTube
 The MWEB #dinnercam is a (tongue-in-cheek) project designed to start a debate about on how WiFi and the web are changing everyday life in public spaces. #din...
 View on web
 12:04 PM - 14 Apr 2014 · Details

Matt Long and 7 others follow
 Infatuation New York @infatuation · Aug 14
 Portable studios for taking #EEEEEEATS pics at restaurants? We need one of these. #dinnercam foodrepublic.com/2014/04/17/che...



RETWEET 1 FAVORITE 1

1:27 PM - 14 Aug 2014 · Details

- 100% + attendance. 23 influencers at our events.

- Praising how innovative the campaign was, many international bloggers wished #Dinnercam was available in their countries. MWEB was also described as an invention that would appeal to “millennials”, and that was likely to catch on in the US.

CHOW

Portable #dinnercam Lights Up #FoodPorn Photos

By Brian Stafield, published on Saturday, May 10, 2014
 Like 69 Tweet 31 +1 4 Pin It Email



What's more important than actually eating your meal at a restaurant? Sharing it on Instagram of course. Turns out that #dinnercam is the world's first portable food photography studio marketed to #millennials. It's designed to give customers the perfect light and background to snap a photo and share it on the Internet.

The bad news is that #dinnercam is only available in one place: a Mexican restaurant in South Africa called El Burro. The food photo studio is the creation of a South African internet service provider, MWEB. What business does an internet service provider have

JEZEBEL

In-Restaurant Photo Booth for Your Dinner Is the Best Idea Ever

Phoenix Iso Filed to DINNER CAM 4/29/14 6:00pm 5,229 3 ★

Good news for everyone devastated by certain restaurants banning #foodpics in their establishments. The MWEB Dinner Cam is here! (Actually, it is not really A Thing. But it should be.)

Email requests for a #Dinnercam sample were received from as far away as Epicurious Magazine in New York!

	<p>From: "Bulow, Alessandra" <Alessandra.Bulow@condenast.com> Date: 13 May 2014 at 8:49:43 PM SAST To: "Luanne@atmosphere.co.za" <Luanne@atmosphere.co.za>, "c" Subject: PR Request for Dinnercam - from Epicurious.com</p> <p>Hi Luanne and Cindy,</p> <p>I recently wrote about the Dinnercam for Epicurious.com and we'd</p> <p>Would you be able to please send a sample to me at the below address</p> <p>Looking forward to hearing back.</p> <p>Many thanks,</p> <p>Alessandra</p> <p>-- Alessandra Bulow Senior Editor Epicurious 1166 Sixth Avenue, 15th Fl NYC 10036 212-790-2964 alessandra_bulow@condenast.com</p>
Business criteria for campaign success	Delivered by Atmosphere and Society
To build brand affinity for MWEB among youthful, tech savvy consumers in order to increase consideration of MWEB as an appealing internet service and Uncapped WiFi provider.	MWEB #Dinnercam received 1 055 online mentions in popular foodie and pop-culture blogs – which due to the nature of the campaign is frequented by a more youthful, tech savvy consumer.
To prompt engagement and encourage the audience to respond to MWEB in an emotional way.	<p>Of all social mentions of #Dinnercam, 88% (928) came from fans as opposed to posts and retweets by the MWEB brand.</p> <p>Dramatic uptake in MWEB's social media channels - between 27th March and 5th May the MWEB Facebook community increased by 1 606 new fans, and the Twitter community increased by 174 new followers. Within 6 months of launch, social media Opportunities to See online (people who may have seen/had access to the conversation) came to 6 897 385 people.</p> <p>43 000 views of the #Dinnercam YouTube video in six weeks.</p>
Sales growth	MWEB achieve its three month sales target in just less than three weeks. The annual Fon sales target was also exceeded within three months of launching by 169%.

*note: the total monthly readership figure of 2.2bn for all coverage was divided by 30 to get to a daily readership figure

CONCLUSION

The MWEB #Dinnercam campaign was a success on all fronts. It was a fun campaign that connected MWEB to a young, tech-savvy audience, it elicited a wave of positive and emotionally charged comments about MWEB and #Dinnercam in traditional and on social media, it took the company out of the IT media space firmly into the realm of global pop-culture, and it over-delivered on long-term sales targets within a few short weeks.

Ends.