Huggity FanPic arriving at a South African event near you

Huggity FanPic, based on giant 360-degree, multibillion pixel crowd images taken at a venue during an event, has arrived in South Africa. Once a FanPic is posted online, users can zoom into a crowd photo to find themselves and their friends.

They can then share 'a moment in time' with friends and family on Facebook, Twitter or email through the tagging feature. As each image is branded with the story of the sponsor, FanPic creates a powerful emotional association between the brand and the event.



Local brand integration agency Fluency has been appointed as the exclusive South African partner for the application, providing brands with an innovative way to let music and sports fans share their experiences.

"This is a new kind of digital sponsorship inventory that local companies have not had access to before. Designed to engage fans, extend brand exposure beyond the event, and delivers measurable results, the agency is excited about bringing this innovative digital solution to the South African sports and entertainment market," says Warren Couchman, MD of Fluency.

Million brandings

British insurance company, Aviva, used Huggity FanPic to capture one of the rugby premiership events at Wembley Stadium, attended by more than 83 000 fans. Of those, 11,052 fans tagged themselves. The sponsor's branded message then displayed in excess of one million times on Facebook and there were 3,465 Twitter shares within the 10 days immediately after the event.

The FanPic generated over 68,000 interactions in form of clicks, comments and likes. While it works well at sporting events, it also lends itself to music concerts and other big crowd events. It also provides brands with a wealth of data to improve targeting, as they will be able to identify the key influencers and thought leaders who attended the event.

The company has worked with the Football Association of Ireland, the Irish Rugby Football Union, Manchester United, Liverpool Football Club, SkySports, Bupa Australia, MTV, Vodafone, Aviva, Qatar Foundation, The Football Association, Allianz and Euro 2012 Fanzones. It has also been produced for major international events such as the Ashes, the English Premier League, large music concerts and several rugby tests. At the historic win by Celtic over Barcelona at Celtic Park, the atmosphere in the stadium was incredible as fans celebrated both the win and the club's 125-year anniversary. FanPic achieved more than 12,500 tags, one of its most successful activations to date.

To see how it works, click here.

For more, visit: https://www.bizcommunity.com