

## Pop culture site takes off

Hosted by Internet personality and social commentator Tashi Tagg, [www.tashitagg.co.za](http://www.tashitagg.co.za) is a unique online publication dealing with popular culture. In keeping with the spirit of Internet voyeurism Tashi shares her daily thoughts and experiences with a fast growing readership.

The website is more personal than other news websites, and this may be the key to it's success: "Welcome to the world of TashiTagg - reality internet at its most unique and best. Here you will get to know me, share some of my experiences, and get into my head as I share my thoughts and opinions with you as honestly as I can...You may hate me, love me, get irritated by me or want to have my babies - whichever one it is, my only hope is that you feel something. Good or bad."

That their formula is proving to be highly successful is reflected in the enormous growth in its audience since the site was launched in 2002. Last month the site reached 120 000 unique visitors which resulted in almost 3 000 000 page impressions. Their numbers have doubled during the past 4 months as awareness of the site has spread - mainly through word of mouth.

To achieve their objectives, TashiTagg entertains its audience with original content on television shows, news and gossip on stars, offbeat ideas on everyday and breaking issues, sport and a forum in which to air their views and hear those of others. Their forum provides lively debates and provides an insight to Tashi in helping fine-tune their content to ensure they are meeting the needs of their audience.

According to Tashi Tagg: "At TashiTagg we have belief in the power of the web, it's ability to entertain and bring people together. Ours is an ever-increasing market. Every day more South Africans log onto the web and they need entertaining, informative and trusted places to go.

"We have created a virtual community which, in many ways, is more honest than real life. We do things differently and it's working."

TashiTagg.co.za offers creative promotional opportunities, the latest new offering being a site devoted to the World Rugby Cup, which will be launched on 03 October 2003, and will run until 29 November 2003; enabling sponsors/advertisers to capitalize on the rugby mania that will soon grip South Africa.

TashiTagg's popular Twelfth Man, whose large following enjoy his insightful perspectives and wicked wit in the world of cricket, rugby and formula one reporting and analysis, will cover match reports.

Articles will include build-up to the World Cup stories, and will cover all games South Africa is playing in, as well as other "Big Clashes". All games (irrespective of whether South Africa is playing in them or not) from the quarterfinals onwards will be covered in depth. Previews, commentaries on hot issues, screensavers, wallpapers, biographies of the entire Springbok squad, Hero/Villain of the Match, live scoreboards and forum debates will add to the attraction. There will be only one sponsor, which will enable page dominance, giving excellent opportunities for meeting marketing objectives that are particularly well delivered by Internet marketing.

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