

Playboy Facebook competition merges top male fantasies in Director's Dream

A competition being held on the *Playboy* South Africa Facebook page allows entrants to select favourite model and plan a shoot and garner votes. The winner gets to participate in a *Playboy* shoot, entitled Director's Dream.



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According to Charl du Plessis, editor-in-chief, "It invariably happens that whenever we sit down with males even the most formal of meetings, the subject of which celebs and models they want to see in *Playboy* will come up. The second fantasy is to be part of a photo shoot. Everybody we meet offers to help us with this tough job."

The team came up with a Facebook app concept that allows men to post their favourite model and describe how they would execute the perfect shoot with her, including location and theme. Then, they invite their friends and other fans to vote for their submission.

Transition

The winner gets flown from anywhere in South Africa to join the magazine's team and assist with model selection, storyboard development, working on set during the shoot and join the wrap party with the model and crew.

"Our social media audience connection is a magical tool for gathering insights as well as a major launch platform for several of our commercial initiatives," continues Du Plessis. "We are busy with a transition to a digital and direct-to-consumer publishing paradigm. We are already in daily contact with our fans and readers, so the transition just becomes so much easier. Surely, much easier than convincing stuck-up retail chains that the magazine is not the devil."

To enter the Director's Dream competition, go to the [Facebook app](#).