

MTN launches Photo-Ball at K-Day

At the K-day festival, celebrating its 20th birthday, MTN will launch the Photo-Ball in South Africa. This has a built-in HD camera and Wi-Fi capability that captures the moments, links them to the K-Day screens on stage, making everyone feel like a rock star.



"We live in the photo-sharing generation that actively engages on various social media platforms and taking and sharing a photo is one of the most important activities in our daily routine," said Brian Gouldie, chief marketing officer at MTN SA.

The event will continue to drive social media engagement with festivalgoers through three digital initiatives - Rap Battle between fans on Twitter, Scavenger Hunt with a range of prizes and the one-stop interactive digital map with all the relevant festival information.

The annual family-friendly outdoor concert, displaying the best of South Africa's musical talent caters for all tastes including rock, pop, R&B, house, soul and reggae, takes place at the Sandringham Farm in Stellenbosch on Saturday 29 March 2014.

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