

Glam Cam, ensuring effective brand communication

TLC has launched its Glam Cam product, which allows consumers to capture their image at a glamorous event, using a cleverly designed camera unit. In addition to live projection, site photo printing also feature a brand logo and message, spreading the logo far and wide as photos are distributed.



[click to enlarge](#)

Users position themselves in front of the unit, after which their image is displayed on the front screen. A simple touch of the screen sets off a three-second timer. Users then step back, strike a pose and the picture is captured. The image is immediately projected onto a 3 x 4m screen or an LCD or plasma or both and all the captured images are then run as a continuous slide show. Photos are printed immediately including a brand's logo, slogan or message.

Joint MD Brett Tucker describes the technology as a key addition to the company's existing offering, as it fills the activation gap for the targeted lifestyle communication division.

"The most important aspect of this product is that it allows consumers to interact with a product as they have the brand in their hand. Given the trend of consumers deciding when and where to publish their every thought and desire, each image can also be instantly uploaded to a Facebook Fan Page or bulk uploaded during the course of the event and branded with a Facebook fan page details.



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Extending brand experience

"This in turn drives consumers to 'like' a particular brand and download, tag and share their photos with their friends with the product clearly displayed. Interactive touch tables can also be included that feature the relevant Facebook page or Fan page and guests can e-mail or tag their photos."

To ensure the brand experience is extended beyond the physical location of the unit, consumers are also given a post-campaign branded USB including all high res images.

The units have performed successfully at Savanna's 'The End is Dry' national tour (3500+ photos), a national campaign for Southern Comfort (2000+) and a national events and activations promotion for Vodacom (3000+).

For more, go to www.glamcam.co.za or to the [Facebook page](#).