

#dinnercam attracts international attention

Society (the social media agency of King James Group) has developed a social media food gadget, #dinnercam, to support the launch of MWEB's uncapped WiFi offering.



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World's first

Described as the world's first portable photo studio for restaurant meals, it taps into the trend of posting jealousy-inspiring food shots on Instagram, Twitter and other social networks. The tongue-in-cheek campaign illustrates how the web in public spaces is changing rapidly, as new behaviours spread eg sharing pictures of food.

It was initially available at El Burro in Cape Town, with diners able to request it when ordering meals and connect free via MWEB WiFi to post their photos. Instagram pictures tagged with #dinnercam were printed and shared at the end of the meal.

Global coverage

A number of influential food bloggers, media and celebrities were invited to test it over recent weeks. Since the launch, the project has attracted global coverage on trends, design and food blogs including Trend Hunter, PSFK, DesignTaxi and Bored Panda among others.

Society worked with Thingking on the technology and Atmosphere (part of the King James Group) managed the public relations.

View the video