



Project
*goMobile platform
implementation*

Objective
*Integrate mobile technology to
boost project awareness and
interaction*

Duration
Yearly Project

TANZANIA TOP MODEL AGENCY

Tanzania Top Model Agency is a private company incorporated on 19th August 2011 specializing in promoting the fashion and modeling industry in Tanzania.

In the year 2013, Tanzania Top Model agency launched their first competition with one representative from all the Tanzanian regions.

This project involved the team conducting auditions in all the regions where members audition to get into the TTM House as the region's representative.



“Projects that involve the public need a high level of interaction between the brand and the public. We were facing problems to find the right approach to keep the public engaged with the competition. However, DataVision’s goMobile platform and a highly interactive dynamic website helped us to increase the public awareness and interaction using mobile phones making our competition successful in the first year”

Mr. Kalikumtima,
Managing Director,
Tanzania Top Model



TANZANIA TOP MODEL AGENCY

Requirements	<p>An efficient mobile approach to increase brand interaction and awareness.</p> <p>In 2013, Tanzania Top Model competition was launched involving different contestants competing for the title. Competition like Tanzania Top Model are required to involve the public in one way or another are required to devise an efficient approach towards linking the brand and the public throughout the project. With the assist of DataVision experienced professionals, a mobile technology strategy was devised to boost interaction from the daily basis to the voting stage.</p>
Solution	<p>A dedicated mobile platform (goMobile) and professional services by DataVision International</p> <p>DataVision International supported Tanzania Top Model Agency with boosting mobile interaction with their brand b deploying a goMobile platform. The goMobile platform contains flexible and easy to integrate solutions which are aiming at boosting the interaction level through mobile media. DataVision International offered a fully-fledged professional service to Tanzania Top Model Agency to understand the tactics and techniques on how mobile technology can help your brand stand out from the rest.</p>
Results	<p>Increased participation and brand database creation.</p> <p>The adoption of the goMobile platform helped Tanzania Top Model Agency to boost their interaction level, increase public awareness and create a database that can be re-used in the future competitions. Tanzania Top Model also saved the cost which otherwise would have been used to advertise the competition via traditional methods. A mobile phone database created can help the agency to save more advertising cost n the future and direct their market more rather than implementing bush-fire marketing approaches.</p>

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