

Suzelle takes us YouTube shopping

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Peeling apples with a drill and making a traditional dish in a hollowed-out pumpkin caught the attention of hundreds of thousands of South Africans on YouTube last year.



Image source: YouTube

Suzelle's nifty [DIY webisodes](#) also piqued the interest of online retailer Takealot.com.

Julia Anastasopoulos, the actress who plays the quirky DIY guru, told *The Times* the retailer was quick to approach her for a collaboration.

"I think they saw the potential early on," she said.

One of her earlier videos - "How to make a braai-pie" - had been viewed nearly 400,000 times by yesterday afternoon. For South African cyberspace, that's big.

Suzelle's content suited the brand nicely, said Takealot.com's head of marketing, Declan Hollywood. "She's a quirky girl and sort of left of centre."

Suzelle was given a very broad brief and care was taken to keep her authenticity. She came up with four videos that fitted - loosely at least - the online retailer's "everything you wish for" campaign.

The approach was simple. No product placement in the video itself. No hard-selling by Suzelle.

Only in the last few seconds of each of the webisodes do you see the words "Presented by Takealot.com". And then the brilliant part: an annotation that asks a direct question about the video you have just watched. Click on it and you are directed to Takealot.com and a product that would do the job.

In one video, Suzelle retrofits a training cycle - peddled by her friend Marianne - to turn it into a rotisserie. But what if you don't have a Marianne, asks the annotation at the end of the webisode. Click on it and you can add the Weber battery-operated rotisserie to your cart.

"We saw a significant volume of traffic coming to Takealot.com from Suzelle's videos," said Hollywood.

Two of the four videos have attracted more than 100,000 views in only a few weeks and a third is very close to that milestone.

Source: The Times via I-Net Bridge

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