

Lasizwe's fictional character Nomatriquency bags reality show of her own

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Social media sensation Lasizwe Dambuza is not the only one in his world with a reality show. His famed fictional character Nomatriquency popularly known as "Tricky Baby" is making moves of her own as the star of the new *Dare to Compare* parody reality series in partnership with retail giant Game.



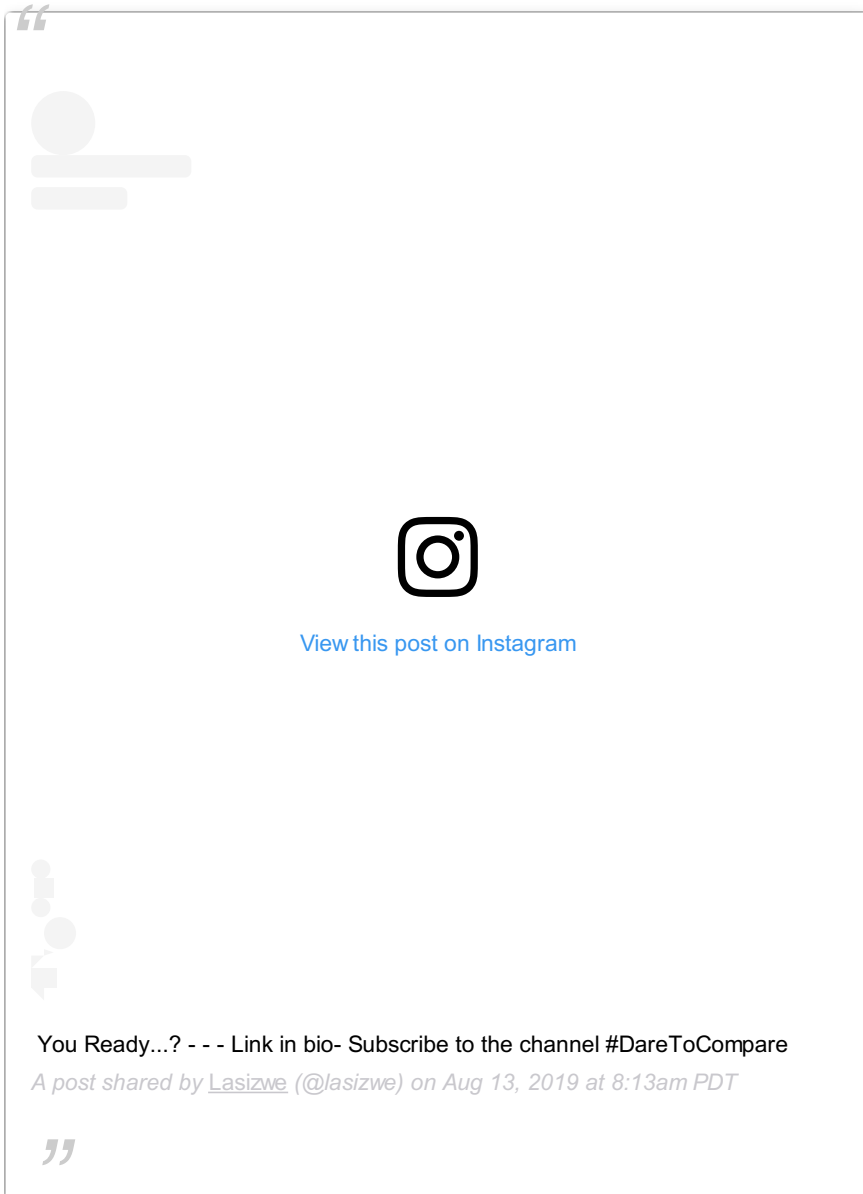
The Youtuber, who recently celebrated his 21st birthday, is no stranger to the reality tv world, as the star of MTV's hit reality show @Lasizwe Fake it till You Make It, currently in its second season. He has however switched it up taking to the platform that made him famous to produce a ground-breaking parody reality series on Youtube, in partnership with retailer Game where he has secured a deal to produce content for their promotional and social media platforms.

The #DareToCompare parody reality show is a four-part digital series that takes viewers on a whirlwind trip into the world of Nomatriquency as she embarks on a countrywide roadshow in her new role as a Game Store supervisor. Her mission? To get South African's to take advantage of Game's

competitive price beat policy and dare to compare.

In the first episode titled "First Day at Work", we see an often stubborn Nomtriquency in her element as she tackles the tasks on the first day on the job with full confidence that she knows what she is doing. She soon finds out however that it is not as easy as it looks which makes for a hilarious interaction between her and customers.

"Social media has been such a powerful tool for me in building a loyal fanbase. So when embarking on this collaboration with Game, it was key that we speak to my fanbase by putting Nomatriquency in a real-world setting where she can interact with fans be it at the till or in the store. The reaction has been explosive, I didn't know that Tricky had a huge fanbase. Viewers can look forward to seeing her interact with fans in different parts of the country" commented Lasizwe.



The series officially launched on 14 August and will flight every Wednesday for 4 weeks on Game's Youtube channel. As Nomatriquency visits stores across the country we can expect to see Tricky Baby navigate the weight of being Game's supervisor of roadshows. Question is will she fail or succeed in fulfilling her mission?

"We are incredibly excited to have collaborated with a star of Lasizwe's caliber for this campaign. This digital parody reality series is a first for us and quite frankly a first for any retail brand. It's incredibly different from anything we have done before. However, it makes perfect sense for us as we are a rebel brand. We are looking forward to collaborating more with Lasizwe to create content that our consumers can connect to and be entertained by" commented Game Brand and Customer Director Katherine Madley.

To catch the Dare To compare reality series with Nomatriquency subscribe to Game's Youtube channel (Game Stores SA) and follow the brand on social media (@Game_Stores on Twitter and Gamestores_sa on Instagram).

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