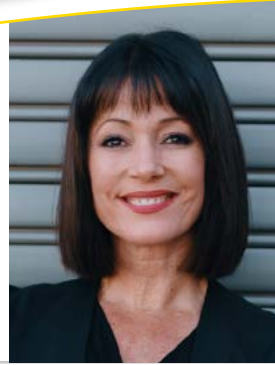


## Q&A: #WatchOurStreams



**Manuela Dias de Deus**  
Founder of One-eyed Jack &  
#ittakesacrew  
[www.one-eyedjack.co.za](http://www.one-eyedjack.co.za)

### How did the #WatchOurStreams Campaign come about?

With the move back into Level 4 lockdown, live events were once again prohibited, which was a massive blow to all the people behind the scenes in the entertainment industry, as well as musicians and entertainers. But whilst the industry can't do live events at the moment, they can still do live streams. Content creation and streaming is creating much needed work for crews, studios, artists etc, especially when brands get behind them.

With this in mind, the industry galvanized to create an awareness campaign to make the public realise that by watching streams, streaming music, buying merch etc, they are not only supporting the artists, but they're supporting the teams behind them too. There were so many hashtags going around that we all decided to speak with one voice to be heard, and are encouraging people to join the movement by using the hashtags #WatchOurStreams and #ItTakesACrew.

### The campaign also includes #ItTakesACrew which are the incredible people behind the scenes. Is there enough Corporate|Brand involvement and sponsorship to currently to support streaming and production?

There's some incredible support from forward-thinking brands who have identified content creation as a way to reach their audiences with something different, personal and engaging. It's all about the content; how it's produced, and how many fans engage.

The bar has been set high by brands like Volkswagen, Vuse, Savanna, Ballantine's and Castle Lite and we're starting to see some healthy competition in the market.

Some brands were waiting until after Covid to launch their event-driven campaigns, but now they realise that it might be a while before they can do that, so they're looking to content creation as an exciting alternative.

The brands that are supporting the industry this way are getting huge love from the talent involved, and are cementing themselves as the partners of choice.

### With the future of the entertainment industry at stake, what can be done to support the industry going forward and will digital become a permanent part of events going forward?

To support the industry, you just need to show your love by watching content, engaging with posts and telling your friends about something cool that you've discovered online. The higher the views and engagement, the more value to the brand that's commissioned the content. So if they're hitting the numbers, they'll continue their support.

Digital will most certainly become a permanent part of events going forward. In fact, we created our first major hybrid campaign a couple of years ago to launch the new T-Cross for Volkswagen. It scooped three awards and has become best practice, that's how ahead of its time the brand was.

### What is your view of the future? Where do you think the events industry is headed?

If we cast our eyes to what's happening in Europe and the States right now, I'd say the future is just peachy! Once we're vaccinated, events will be back with full force. Unfortunately we've lost some great industry talent to Dubai and the rest of the world as people were forced to emigrate to where the work is, but for those of us still here, I'm feeling very positive.

### What can the public do to support the industry and who can they contact for more information?

That's easy:  
Join the movement. Rally your communities to support the arts by posting about the stream you're about to watch, and use the hashtags #WatchOurStreams and #ItTakesACrew, or post the social media creative that you see here.

After that, simply do what you can to buy tickets to view content, thank the brands that produce it, stream music, buy merch, buy tickets to events etc.

#### The show must go on!

For further information, please contact [info@one-eyedjack.co.za](mailto:info@one-eyedjack.co.za)



## Q&A: #WatchOurStreams

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**You can join the movement.** Share these posts using the hashtags **#WatchOurStreams** and **#ItTakesACrew**

You can use these assets to push whatever streams you want your followers to watch.

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Share these posts using the hashtags **#WatchOurStreams** and **#ItTakesACrew**



**# IT TAKES A CREW**

**WHO BENEFITS?**  
THE REAL PEOPLE.  
CAMERA OPERATORS, RIGGERS, SECURITY, LABOURERS, CATERERS, DESIGNERS, STUDIOS, FREELANCERS, ARTISTS, CLEANERS, PRODUCTION CREW, PUBLICISTS, MARKETERS, HAIR & MAKEUP, PHOTOGRAPHERS, WRITERS, SOUND TECHNICIANS, MEDIA, LOCATION MANAGERS.

**# WATCH OUR STREAMS**

**WATCH OUR STREAMS. BUY TICKETS TO VIEW OUR CONTENT. STREAM OUR MUSIC. BUY MERCH. HELP KEEP US GOING.**