

Thomas Gumede - boxed, but connected

Thomas Gumede, a young actor and comedian, began living his life a box in Johannesburg yesterday, Wednesday, 14 October 2009 and will mak his final exit on 20 December in Cape Town. Supported by First National Bank's ISP FNB Connect, Gumede will live his life digitally using only FNB Connect's Surf (data) and Talk (voice) product offerings.



"We wanted to do this in a fun and dynamic manner by developing a campaign that embraces the digital world in keeping with our status as a virtual internet service provider," said Zanele Hadebe, marketing head for FNB Connect.

Gumede's challenge is to exhibit what can be done using FNB Connect online. His aim is to prove that you can do anything, anywhere, anytime for less using only the internet. Through various social media platforms (see below), he will be set daily tasks that he will need to undertake using only, [Cell Pay Point](#), eBucks and his FNB credit card.

The 'In the Connect Box' has been designed as a state of the art Perspex house, of modular design to assist in fast assembly. The house has been equipped to ensure that day-to-day living can occur in comfortable surrounds and has further been designed to ensure live interaction via FNB Connect's Surf and Chat engagement.

Digital Planet is the sponsor of:

- HP Pavilion DV6920
- HP Desktop dx2390 Core2Duo E7500 2.93GHz
- QUICKCAM SPHERE AF (motorized)
- C905 WEBCAM stand for streaming
- 54Mbps Wireless ADSL Firewall Router w/4-Port 10/100 Mbps Switch.

"We are really excited to have Thomas involved as he brings huge value to the campaign. Our aim is to showcase to our clients that through our data and voice product offerings, FNB clients can save substantially with FNB Connect," concluded Hadebe.

Public outings

Members of the public will be encouraged either to assist him in delivering on his tasks or can even create tasks for him to undertake. The public will also be able to communicate with Gumede via his [Facebook fan page](#), Twitter ([@IntheConnectBox](#)) and his Cerebra-masterminded blog [intheconnectbox.co.za](#) throughout the campaign.

The Connect box will travel nationwide through a series of in-mall activations visiting Johannesburg, Pretoria, Durban and Cape Town.

Johannesburg

- Cresta Shopping Mall 14 - 18 October
- East Rand Mall 21 - 25 October
- Clearwater Mall 28 October - 1 November
- FNB Whiskey Live Festival at Sandton Convention Centre 11 - 14 November

Durban

- Gateway Shopping Mall 18 - 22 November
- The Pavilion 25 - 29 November

Cape Town

- Canal Walk 1- 6 December
- Cape Gate Centre 8 - 13 December
- V&A Waterfront 15 - 20 December

For more, go to www.intheconnectbox.co.za.

