

The background of the entire image is a dark grid of numerous small, rectangular panels. Each panel shows a different view of an apartment window or balcony from a multi-story building. The views vary, showing different interior spaces, balconies with railings, and some with plants or bicycles. The overall effect is a dense, textured pattern of urban life.

# dan mance.

YOUTUBE DIRECTOR





## ABOUT

*Born and raised in Cape Town, South Africa, Dan Mace is a twenty-first century director and filmmaker. With a sensitive style, graphic aesthetics and inspirational narratives, he tells stories that showcase the power of perception and challenge the way people interpret life.*

# SECTION



# WHO IS DAN MACE?

Hi, I am Dan.

I am a creative and visionary Film Director, Filmmaker and Youtuber. Over my 10-year career behind the camera, I have directed over 100 commercials, music videos, documentaries and short films spanning across four continents.

After my time at AFDA in Cape Town, I set up my first film company at the age of twenty-one and have since set up several other companies as well as worked for some major Production Houses. Having joined YouTube in 2011, I have grown an audience of 160 000 + unique subscribers and over 20 Million views.

I write, produce and edit the majority of my own work and consider myself to be an all-round creative.

Recognition for my work has seen me achieving multiple accolades including three Young Director Awards at Cannes Lions, an African Cristal Film Grand Prix, Bronze Loerie Awards, Ciclope Africa Editing Craft awards, and Creative Circle ad of the month, amongst others.

As a Director, my talent lies in my authentic story-telling abilities and honed technical knowledge both on and off set.

However I think my greatest asset is my open mind and my ability to think differently. As much as I am able to identify with the world as it is, it is my ability to see it the way I want it to be that helps me to stand out and craft narrative that has meaning to people. I am an altruist with an earnest desire to see the world changed for the better, and it's this desire that I use to fuel and inspire my films.



# AWARDS

*Over the course of my career I  
have been awarded a  
substantial number of  
commendations  
for my work.*

*The next few pages list my  
distinctions.*





***Gift – Short film***

My Rode Reel Judges film competition winner in  
2015

Cannes Young Directors Award Silver Screen Award  
for best short film

***Mine Sniffing Rats – Short film***

Cannes Young Directors Award Silver Screen Award  
for best short film



1.4 Showcase 'On The Cusp of Greatness New Directors Showcase Award

Ciclope awards- Best editing

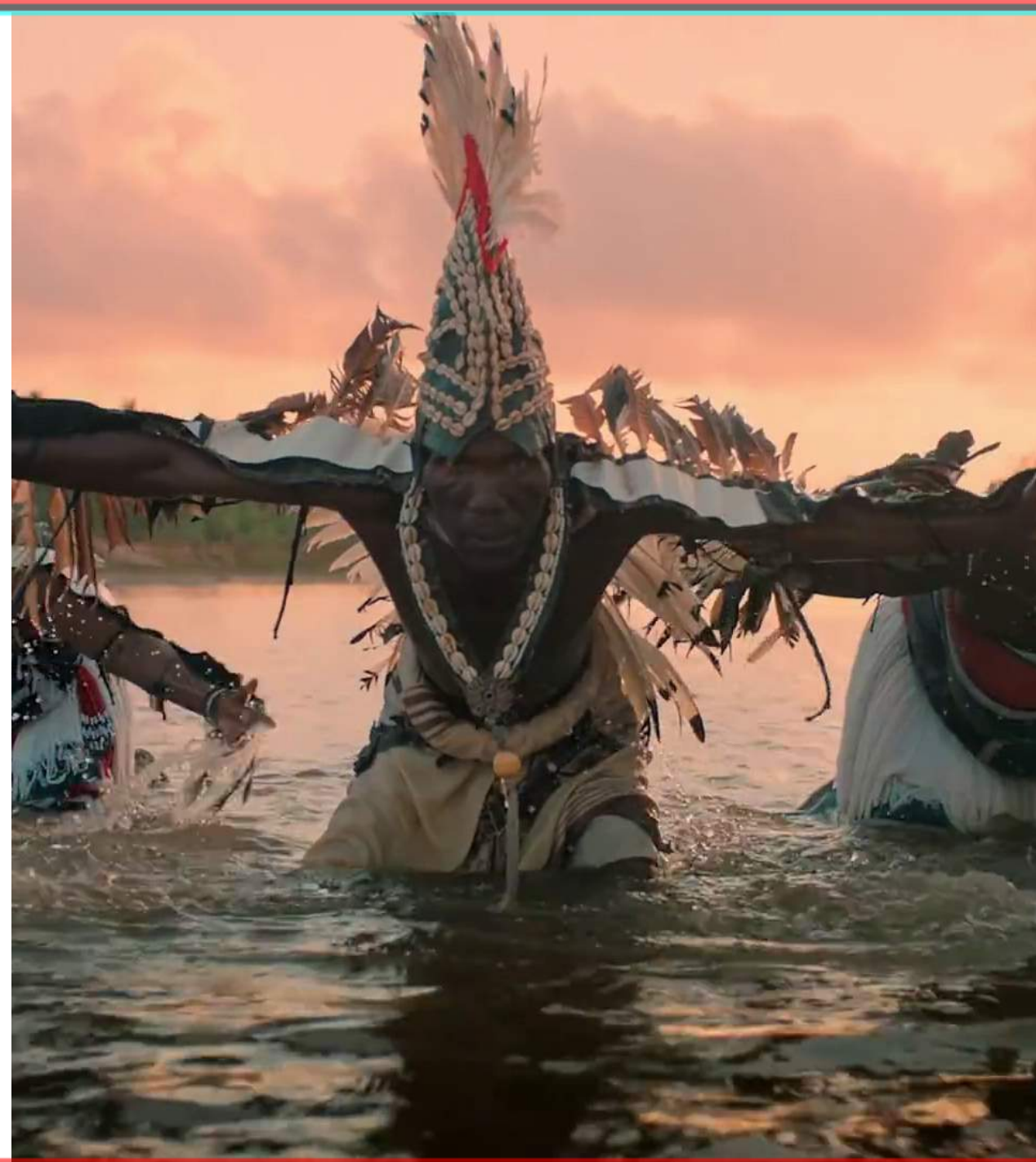
Loeries Award- two Bronzes and a Craft

Cannes Young directors Award - Silver in the Broadcast category

African Cristal Film Grand Prix

One Show Awards - Two Craft Merits

Creative Circle - Ad of the Month





# MY ACCOLADES



I have won numerous awards and been published many times for my work.



# ARTICLES

Over the next few pages you will find a write up about me and Links to various articles



# THE PSYCHOLOGY BEHIND BRANDED CONTENT? DON'T INTERRUPT PEOPLE, INVOLVE THEM.

By Dan Mace

**M**y social media used to be filled with sunsets, mountain views, pretty people and unachievable or rather non-sustainable lifestyle imagery — all of which works fine, as clickbait. But, like clickbait, it was not a way to build engagement with my community. It was only when I started sharing my real journey in all its rawness that I got meaningful human engagement and started to grow as a social media influencer, predominantly on YouTube.

People are no longer just 'followers' or 'viewers'; they have strong opinions and like to be heard and, most importantly, be involved. As Mark Tutssel of Leo Burnett says, "Ad agencies don't create iconic brands; people do."

Over the past few years, there has been tremendous growth in branded content on YouTube. Some of it works and some of it doesn't. The ideas that work make brands more personable, and grow brand equity. Those that don't work are a waste of money and effort, or can even be detrimental to brand equity.

'Content' is currently being overlooked and treated as something with less value than a TVC (TV commercial), or as a project that should receive less budget. This is wrong. Content really is king, so it's important to start by focusing on the actual visual ideas you are putting out for the world to consume. People online are hyper-aware of ads. As soon as we feel that we are not a part of what we see in front of us, our eyes start to search for a skip button

or a tiny X hiding in the corner of the screen.

In the broadcast era, people were forced to watch your ad, which made it something of a 'lean-back' relationship between brand and viewer. But with online content it has now transformed into a 'lean-forward' relationship, a two-way communication, a long-term promise.

If you aim to create content that will resonate with millions, you need to start a conversation. The art of the perfect ice breaker Impact: This is your first point of contact. If you are going for a fully organic approach with your views and engagement (rather than relying on paid media), then your impact happens before the film even begins.

...

"People are no longer just 'followers' or 'viewers'; they have strong opinions and like to be heard and, most importantly, be involved."

Your impact will be the thumbnail and title, which draw people into making the decision to click on your film. An impactful thumbnail and clever title are always important — even when paying for your media to be boosted or to play in front of other YouTube videos — because every film you upload will be hosted individually on your channel, which means that people could still find it organically. Similarly, every time someone shares your content, the title and thumbnail you chose will follow through.

After a viewer has clicked on your film, it still takes five seconds of watch time for YouTube to count it as a view, so you need to hold the viewer's attention. Create a dynamic by posing a question — something relatable and captivating that you only answer at the end, in order to

keep them watching until the call to action at the close of your piece of content.

Communication: This is where you entertain. You show the best parts of your brand. Your main aim here is to take a viewer on a journey they enjoy, because then you can embed your brand placement while you involve them with your content.

Generally with TVCs, I like to get the brand placement out the way from the get-go and interrupt the viewer with showcasing the brand right up front, as this is a completely different ballgame with its own set of laws. But with online content, you need to take a different psychological approach by interrupting less and involving more. Once the viewer is there to stay and has consciously

started to feel the rhythm of your soundtrack, begun an emotional connection with your characters, and is ultimately hypnotised in the escape of entertainment, you can 'sell' your brand.

Don't ram the brand down the viewer's throat: this is not a commercial that has to compete with other advertising clutter. It's a far more subtle and intimate form of creating a relationship with the customer. Think of it as a seduction, or reaching out a hand of friendship.

Let the viewer/customer slowly start to feel the brand presence, but with it still being directly linked to the story, not just as an afterthought logo jammed in wherever you can, or with arbitrary product placement.

...







“Don't ram the brand down the viewer's throat: this is not a commercial that has to compete with other advertising clutter.”

The product should always be there right from the start through clever bleeding in of design elements (like brand colours and textures), but it's in the communication halfway through that you start to make the viewer realise who they are aligning themselves with.

**Persuasion:** This is when you invite the viewer to be a part of the family, to join a movement bigger than themselves. Persuasion is a vital part of your conversation, because it's where the viewer decides to take the next step and interact with the brand by clicking to subscribe on your channel, share your video or at least comment and link to it. Gaining a loyal following is the main objective — everything else will follow.

Once you have developed your icebreaker and roll-out of ideas, there are three ways to execute it. One is to align yourself with the right self-made, rich-in-subscriber YouTubeers. The second option is to build a new online identity from scratch. The third option is to do both. If done right, this will have the power to

transform human behaviour. Let's look at these strategies in a little more detail.

**1. Aligning with an influencer:** This is a high-risk, but instant-return strategy. When aligning your brand with the right influencer, you should see an instantaneous spike in your sales/engagements/website hits. Most influencers are aware of their followers and generally what works and what doesn't, so even when offered large sums of money to align with the wrong brand, they won't do it. Their following is their equity, so they would be reluctant to risk losing numbers. It must be 'a marriage of true minds'.

If you are selling a concept that only lasts for a short period of time (one week to a month), you should align with a group of well-chosen influencers to get the idea snowballing quickly and powerfully. The way to gain instant growth is through collaboration with the correct influencers — which offers much more of a reward than paying for a boost.

**2. Building a YouTube image:** This is going to take a lot of work, but will be by far the most rewarding, because YouTube has the lowest unsubscribe rate of all the online platforms. Only if you really start to change your identity and upload terrible content will people unsubscribe. Through regular uploads, you will be able to quantify your growth. Create a vivid and detailed channel trailer to make sure you are clear from the get-go of what your objectives are with your channel. This should answer the basic questions of who, what, how and why.

**3. Do both:** I would highly recommend this route. Even though it's going to be the most costly, this concept has worked over and over again for brands.

A year ago for CNN approached us to help launch their channel Great Big Story. The idea was to entice influencers and filmmakers to create content to boost the channel, which now has over 1.2 million subscribers, with a very healthy engagement percentage. ■ ■ ■

“The most successful pieces of branded content have been the honest stories that resonated with global audiences.”

The strategy was simple, and it can apply to your channel. First, create good content for your channel, without boosting it at all. Then align with different influencers, offering to create content for their channels in exchange for links back to your channel through a mobile friendly annotation as well as verbal endorsement on their film. This will draw in what I call the 'tip of the iceberg' followers from their channels onto yours. 'Tip of the iceberg followers' are the ones that show themselves: they comment, they share and, most importantly, they don't troll. Once you get to around 50k subscribers, you can start backing off from paid collaboration, because people will start to

collaborate and interact with you in order to gain some of your 'tip of the iceberg' followers. It's a perfect, self-sustaining, virtuous circle.

Why aren't more brands doing it? Quite honestly, I don't know. It could be the cost, or the skill, time and effort to set it up. But it is worth it.

The most successful pieces of branded content have been the honest stories that resonated with global audiences. The brand then becomes non-invasive and rather something that's looked at as a vehicle that drives the entertainment value. People aren't intimidated by brands, they are intimidated by ads. That is why when I look at any brief

for branded content, my mantra is: 'Create acts, not ads'. Acts of connection in moments of isolation, acts of confidence in moments of doubt, and acts of liberation in moments of constraint.

By combining your creative flair with the formulas above, you can establish a unique online video presence for your brand. I believe in the power of merging creativity with free, accessible video to transform human behavior. Whatever your brand, this strategy can get you to engage with, and influence, your customer in the most intimate and powerful way. [SML2018]

#### ABOUT DAN MACE:

Born and raised in Cape Town, Dan Mace has been behind-the-camera professionally since 16. Still in his twenties, Dan has already directed over 100 commercials, music videos, documentaries and short films, shooting on four continents for the likes of Tusker, Red Bull, CNN, Roxy and YouTube. His work has over 20-million views on YouTube, where his independent channel, DantheDirector, has over 70 000 subscribers. Among other accolades, he took home two Silvers at the 2016 CFP-e/ Shots Young Directors Awards, while his first commercial, Tusker Here's to Us, has already picked up an African Cristal Film Grand Prix; two One Show craft merits; Creative Circle Ad of the Month; and Ad of the Week from MarkLives.com.

#### CONNECT WITH DAN MACE:

<http://danthedirector.co.za/>  
<https://vcsfilms.tv/south-african-commercials-director/dan-mace/>





# Mzansi's 100 of 2017: Influencer, Dan Mace

By Rosanne Buchanan - 16/08/2017

SHARE



Source: TYI

**Like his millennial counterparts, multi-award winning filmmaker, Dan Mace, 26, is not all about making money.**

channel24



## Director sets South African winning record at Cannes Lions

2017-06-23 16:00

-Supplied



A scene in the Tusker ad. (Photo supplied)

Cape Town - Egg Films' Dan Mace won his third Young Director Award in two years at Cannes Lions Thursday evening, a South African record.



## Dan Mace completes a hat-trick and takes three awards at Cannes

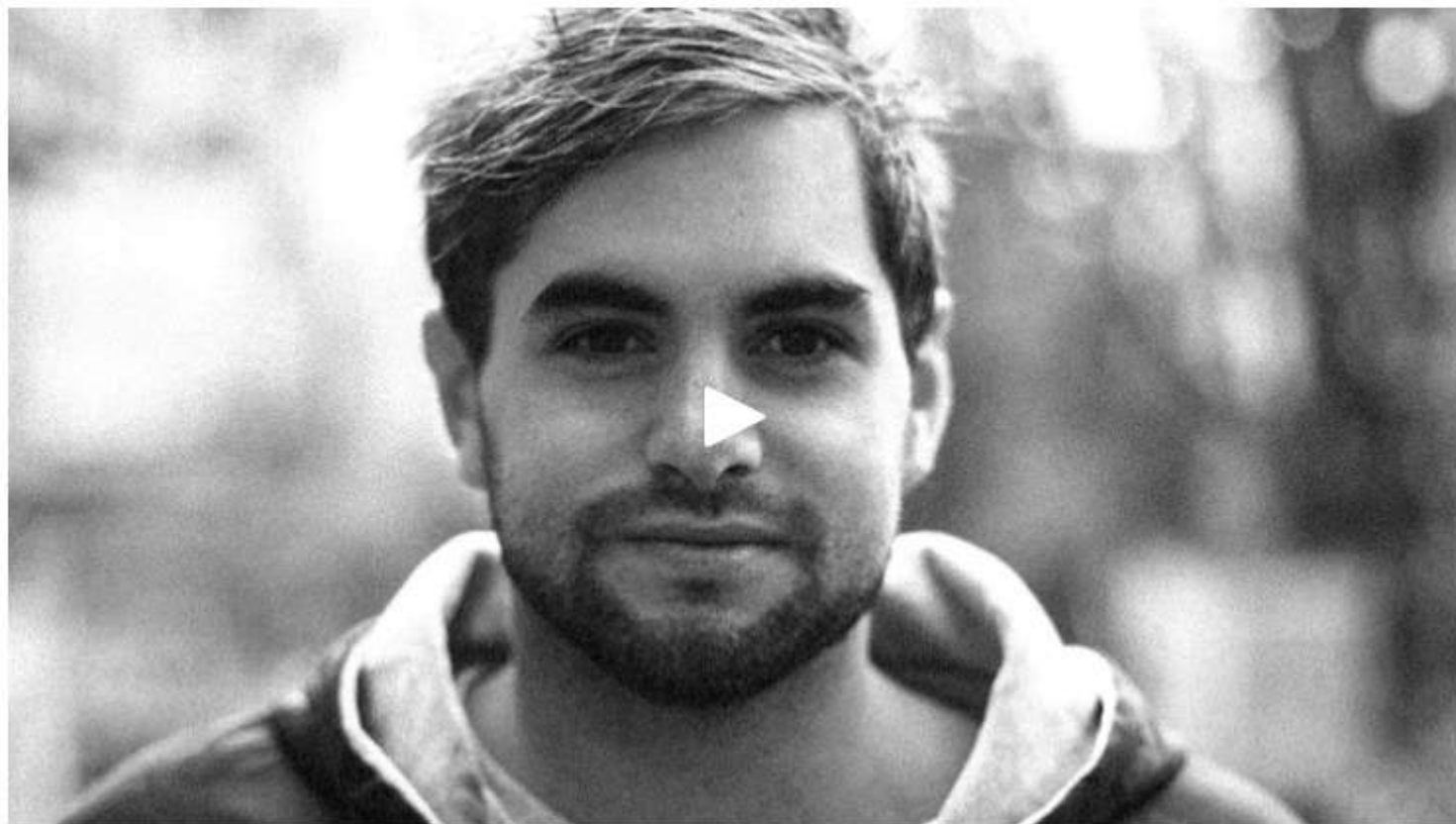


'Here's To The Us In Every Tusker' directed by Dan Mace





THE ENCOURAGEMENT NETWORK



—

## Changing Your Perception To Change Your Life

—

2017  
TEEN DO

—

Running Time  
23m 02s



# Positive Thinking in Todays Digital Age with Dan The Director

Filmmaker, Director, Youtuber

# MAJOR AWARDS

My RØDE Reel 2015

**JUDGES'**  
**FILM**

Winner

Gift

Danthedirector



**Watch it now**



# MEDIA LINKS

Awards Eggstacy: <http://www.bizcommunity.com/Article/196/17/162350.html>  
We don't need awards to believe in our work: <http://www.bizcommunity.com/Article/196/111/163842.html>  
Sizzling directors to watch: <http://www.thecallsheet.co.za/sizzling-directors-to-watch/>  
On My Radar: <https://www.shots.net/features/article/94129/on-my-radar%253A-dan-mace>  
Ad of the Week: <http://www.marklives.com/2017/06/ad-of-the-week-vodacom-ogilvy-team-red-egg-films/>  
The producer's wrap: Dan Mace of Egg Films: <http://www.bizcommunity.com/Article/196/736/161925.html>  
Dan Mace; It's important to make time for great ideas: <https://www.mediaupdate.co.za/media/135732/dan-mace-its-important-to-make-time-for-great-ideas>  
1.4 Awards Showcase: <http://www.onepointfour.co/2017/10/10/1-4-awards-showcases-and-medal-winners/>  
South African Social Media Landscape: <https://www.facebook.com/OrnicoMedia/photos/a.10150239237112120.322060.54137117119/10155156575862120/?type=3&theater>  
<https://blog.ted.com/great-short-articles-all-the-short-films-and-video-played-at-tedglobal-2017/>  
Great shorts: The line up of short films and video played at TEDGlobal 2017 :<http://www.bizcommunity.com/Article/196/17/161876.html>  
Stories Out of Africa: <http://www.onepointfour.co/2017/12/01/stories-out-of-africa/>  
Director Speak: [https://issuu.com/screenafrica/docs/scaf-july17\\_web/13](https://issuu.com/screenafrica/docs/scaf-july17_web/13)  
Dan Mace: YouTube star turned TVC prodigy: <http://www.marklives.com/2017/07/africa-dispatches-dan-mace-youtube-star-turned-tvc-prodigy/>  
Mzansi's 100 of 2017: <https://www.tyi.co.za/mzansi-100/mzansi-100-of-2017/influencers-2017/mzansi-100-of-2017-influencer-dan-mace/>  
2018 winners: <http://africa.ciclopefestival.com/winners2018/>  
Cape Town Magazine - 10 Questions for Dan Mace: [https://www.capetownmagazine.com/10-questions/10-questions-for-dan-mace/201\\_22\\_20192](https://www.capetownmagazine.com/10-questions/10-questions-for-dan-mace/201_22_20192)  
Dan win three Young Directors Awards: <http://www.filmcontact.com/news/south-africa/dan-mace-becomes-first-south-african-win-three-young-director-awards-cannes>  
Directors speak Dan Mace: <http://www.screenafrica.com/2017/07/15/commercials/commercials-news/commercials-director-speak-dan-mace/>  
Top Billing feature: <https://topbilling.com/articles/Director-Dan-Mace-shares-the-journey-of-money-in-the-new-Capitec-Ad.html?articleID=3339>  
New Hunters ad: <https://www.mediaupdate.co.za/marketing/142958/egg-films-dan-mace-directs-140bbdos-new-ad-for-hunters>  
Wits Vuvuzela: <http://witsvuvuzela.com/2016/08/12/dan-the-director/>  
Dan Mace starts something for Hunters: <http://adcomm.co.za/dan-mace-starts-something-for-hunters/>  
<https://mycitybynight.co.za/dan-mace-releases-his-first-vlog-in-the-series-of-not-normal-vlogs-and-its-epic/>  
Dan Mace joins Spy Films: <https://lbbonline.com/news/dan-mace-joins-spy-films-for-canadian-representation-2/>  
Orms feature: <https://www.ormsdirect.co.za/blog/disguised-in-nature-by-dan-mace/>  
Dan Mace shortlisted: <http://sacreativenetwork.co.za/2017/06/dan-mace-shortlisted-for-young-director-award-at-cannes-lions/>  
Win at Cannes - <https://www.iol.co.za/capetimes/news/young-director-wins-at-cannes-2041795>  
Red Bull Feature <https://www.redbull.com/za-en/lets%20talk%20trash%20film%20director%20interview>  
<https://gevaaalik.com/hoesou-vlogging-en-youtube-in-1980s-dan-mace>  
Sunday Times article - <https://www.pressreader.com/south-africa/sunday-times/20160710/281741268750225>

Opportunity is missed

**BY MOST PEOPLE BECAUSE  
IT IS DRESSED IN  
OVERALLS AND  
LOOKS LIKE WORK.**

Thomas Edison

# EDUCATION

*Education is the most powerful weapon  
which you can use to change the world.*

*- Nelson Mandela.*

SECTION TWO







# REDDAM HOUSE CONSTANTIA

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*National Senior Certificate*

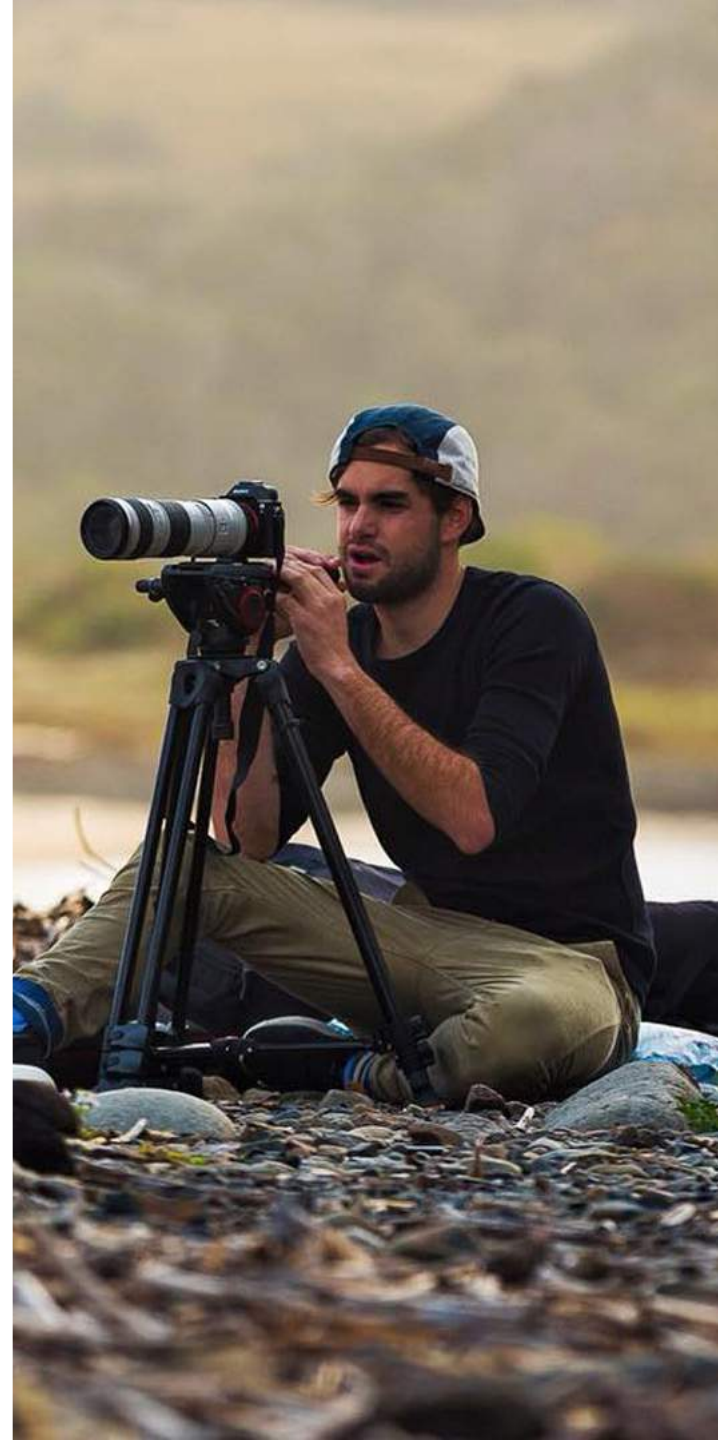
*JAN 2006 – JAN 2008*

## WORK HISTORY

*Follow your passion, be prepared to work hard and sacrifice, and, above all, don't let anyone limit your dreams.*

*- Donovan Bailey*

# SECTION THREE



FOUNDER

# IF NOT WHY NOT



JANUARY 2012

DECEMBER 2013

CAPE TOWN

*In 2012, I became the primary co-founder of If Not Why Not, a production company that specialised in event video content which was at the time a progressive type of digital media.*

*I was responsible for all areas of the business's operations and management. I produced, directed, shot and edited most of the content myself.*

*I later was offered the opportunity to join AVA, a more established agency specialising in event video and short format corporate digital video content.*

*This afforded me the opportunity to expand my abilities and get involved in the emerging online video environment.*





## DIRECTOR

AVA



JANUARY 2013

DECEMBER 2013

CAPE TOWN

*In 2013 I joined Audio Visual Alchemy, a progressive online digital video content creation agency as their director.*

*It was my primary responsibility to conceptualise, direct and edit special interest video projects as well as co-direct the promotional films they created for the top South African event co-ordinators, these included, Seed Experiences, one of the biggest festival organisers in the Western Cape as well as the organisers of Synergy Live, another one of the most well recognised events in South Africa.*

*It was here that I was given the freedom to create content that was more in line with the style of film I wanted to conceptualise, direct and produce.*

*It was also the year that I met and was introduced to a number of emerging internationally recognised YouTubers and it sparked my desire to want to become a YouTube content creator myself.*



FOUNDER

# DAN THE DIRECTOR



JANUARY 2014

TO PRESENT

CAPE TOWN

*My vision for Dan The Director was to build an online portal that leveraged social media platforms like YouTube, Instagram, Twitter and Facebook to create a personal brand image for myself that would allow me to create films that mattered, would have an impact on my audience, be authentic and inspire people.*

*I also started it as a way to start leveraging my unique filming and editing style and define a look and feel that was all my own. In the 4 years that it has been active I have grown my following to 160,000 subscribers on YouTube, 74,2K followers on Instagram, 24,6K followers on Twitter and have created meaningful and life affirming connections with people from all over the world through my dynamic, progressive and genuine approach to creativity.*

*Although I re-branded to Dan Mace recently the company is still operational and continues to grow and thrive every day. I produced a number of award winning films under the Dan The Director brand. These included "Gift" for which I was the My Rode Reel Judges film competition winner in 2015 and the recipient of the Cannes Young Directors Award Silver Screen Award for best short film as well as for my short, "Mine Sniffing Rats" which was bestowed under the changing the world category..*



## Dan the Director.



FILM DIRECTOR

# GROUND GLASS



JANUARY 2016

DECEMBER 2017

CAPE TOWN

*At Ground Glass it was my responsibility to conceptualize and direct television commercials for some of the biggest brands in Africa. These included Capitec Bank and Tusker's - Here's to us which was given a number of special mentions by industry authorities, recognition from the global advertising industry and a number of awards.*

*These included the 1.4 Showcase 'On The Cusp of Greatness New Directors Showcase Award, being up for Online Video Production at the 2018 #bookmarks and a number of other accolades including, Ciclope awards- Best editing, Loeries Award- two Bronzes and a Craft, Cannes Young directors Award - Silver in the Broadcast category, African Cristal Film Grand Prix, One Show Awards - Two Craft Merits and Creative Circle - Ad of the Month*

# GROUND GLASS

FILM DIRECTOR

# EGG FILMS



MARCH 2017

MARCH 2018

CAPE TOWN

*As a director at Egg Films (One of the most well recognized commercial production companies in the world), I was given the freedom to explore my creativity, grow my talents and merge my two passions, commercials directing and YouTube.*

*Under the employ of Colin Howard and aided by a world class team I conceptualized and directed commercials for YouTube Nigeria, Hunters Dry, FNB and Vodacom, which was selected as Source Creatives Advert of the day, named Editor's Pick on AdForum and Ad of the Week on MarkLives (A highly respected South African online advertising publication) and talked about by many in the industry.*

*At Egg I grew my talents as a director even further and made an impact and impressive name for myself in the industry.*





# SKILLS

Film Director



YouTube



Social Media



Creative



Marketing



Online Video



Interpersonal



Leadership





# QUOTES



*With a sensitive style, graphic aesthetics and inspirational narratives, Dan tells stories that showcase the power of perception and challenge the way people interpret life..*

- SPY FILMS CANADA

A central theme that runs through Dan's work is highlighting positivity, positive thinking, happiness and turning away from the negativity that plagues today's digital age."

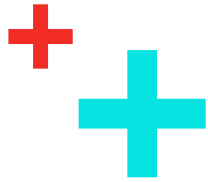
- CONOR REESE (99 percent lifestyle founder)





dan mace.

| curriculum vitae



# SOCIAL MEDIA

I use Social Media to express my ideas and creativity.

I chose YouTube as my primary platform as it gave me the ability to tell honest, real stories and that wouldn't otherwise be told that reach to an audience, that otherwise would never hear them.





# REFERENCES



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*SIYABONGA, DANKIE,*

**THANK YOU**



**dan mace.**

<http://danmace.com/>