

Gwara of a nation

 By [Mike Sharman](#)

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Everywhere we turn in South Africa, there is someone throwing shade at another. From the red and blue politicians to those in green and gold, to the AKA-Pearl-Bonang-Euphonik-Zinhle social soapie; the beef is unavoidable.

It isn't just people, it's also service providers. From the grudge spend of banking to the complicated bundling of telco bills, there are far too many situations where we – as consumers – become the butt of a corporate joke.

MiWay is committed to gwara-free insurance and as a result, has launched gwara.co.za as it believes that you shouldn't let your insurance gwara you, instead you should gwara nama outie/mates/chinas. Every gwara generated will place you in a draw to win tickets to the country's best stand-up comedy events.

SA's *force majeure* on the stand-up comedy circuit is Mpho Popps, who has become synonymous with MiWay campaigns as the face of the brand and the individual leading the spearhead for insurance freedom, through the line of communication:

To prove the commitment to gwara-free insurance, MiWay has launched two benefits to financially empower its customers:

- Get your average premium back after 3 months – if you buy your insurance online*
- You get R1000 back on your claim if you lodge it via the brand's app*

For those of you who still prefer some good old-fashioned, online, banter, gwara.co.za has a meme generator where you can choose from a list of 16 gwaras – enough shade throwing options to support any twars for the remainder of 2016.

Not only does MiWay offer insurance, it copywrites a mean gwara:

1. Visit gwara.co.za, enter the name of the person you want to gwara, select your gwara

Select Outie

OR

Choose Gwara

Your head is so big you take Panados the size of biscuits	You're so dom, you can't even get the Jam Alley countdown right - 5,2,3,7 Soooooorry!	Your insurance is so old you have to submit a claim via morse code	Jy's so klein, jy dra a checkered shirt met een square
Uyibhari if your shoes cost more than your car	Ushayeke njenge mpama	Uyaspita njenge moto engana mabreaks	ITransi yakho ishaya ngama crate for iy'tulo
ITransi yakho ivaya ngathi ishay' itwalatsa	Umbashe ngathi ugqoke ama-stocking aBelge	Nekhanda elincane ngathi ifindo les'qeda	Uzenza tough kanti une tattoo yempepho

[click to enlarge](#)

2. Preview your gwara and then share it to Twitter or Facebook

The Gwara:



[click to enlarge](#)

Easy. Now go forth and gwara!

*Ts and Cs apply, check out miway.co.za for more info.

Site: [Wonderland Collective](#)

Video production: [10th Street Media](#)

Digital agency: [Retroviral](#)

ABOUT MIKE SHARMAN

Mike Sharman is the owner of Retroviral Digital Communications, an online communications consultancy specialising in communication strategy, social media and content creation.

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