

2 Nov 2021

Willoughby says, “Shwii has been two years in the making, and we couldn’t be more excited about the work, or our Loeries win. We pride ourselves in bringing relatable, culturally-relevant and brave campaigns to life. It costs \$75,000 to add a new voice to Waze; we made it happen for under \$5,000, which wouldn’t have been possible without the commitment of our phenomenal team including Sanele Ngubane from Samish, Thule Ngcese and Louis Enslin from Produce Sound”.

Business Director at TBWA\Hunt Lascaris, Mike Di Terlizzi says, "While we work on a global piece of business, we are always conscious, along with Nissan SA, of our duty to create communication that resonates with our diverse local audience. Our Loeries win proves that being given the opportunity to be creative and innovative by a trusting client leads to market-leading work that is in-line with themes seen in this year's radio and audio category at the Cannes awards."

The Nissan Shwii campaign was also awarded two Gold Craft Loeries for Direction and Sound Design, a Silver for the Use of Tech in Audio, and a Bronze in the Media Innovation category. Datsun, Nissan's entry-level sister brand also won a campaign Silver in the Online Film category.

For more details on the Nissan Shwii campaign: <https://www.nissan.co.za/Shwii.html>

## To download the Waze language commands:

- <https://bit.ly/3myBiGR> (Zulu male option)
- <https://bit.ly/2Rdwueo> (Zulu female option)
- <https://bit.ly/3t5Rp1d> (English slang, female option)

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For the case study: <https://www.youtube.com/watch?v=dfocj04NSTE>

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TBWA is The Disruption® Company. We use creativity to help businesses challenge the status quo and capture an unfair share of the future. Named one of the World's Most Innovative Companies by Fast Company in 2021, 2020 and 2019, and Adweek's 2018 Global Agency of the Year, we are a creative company that uses trademarked Disruption® methodologies to help businesses address their challenges and achieve transformative growth. Our collective has 10,000+ creative minds in 41 countries, and also includes brands such as Auditoire, Digital Arts Network (DAN), eg+ worldwide, GMR, The Integer Group®, TBWA\Media Arts Lab, TBWA\WorldHealth and TRO. Global clients include adidas, Apple, Gatorade, Henkel, Hilton Hotels, McDonald's, Nissan and Singapore Airlines. Follow us on LinkedIn, Twitter and Instagram. TBWA is part of Omnicom Group (NYSE: OMC).

### About Omnicom Group Inc.

Omnicom Group Inc. (NYSE: OMC) ([www.omnicomgroup.com](http://www.omnicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 70 countries.

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