

TBWA\Hunt\Lascaris presents Shwii by Nissan, the first turn-by-turn set of navigation commands on the Waze app

Nissan is the sixth-largest automotive company in the world. As a multinational brand, the ability to sell and appeal to the local market is always a challenge. And in our South African market, 11 official languages adds yet another obstacle to the brand finding a local voice.

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