In Collaboration with: Cayla Goncalves, Jessica Torres, Limor Sananes

Ag'yona Inethiwekhi

Its Not The Network

MTN

Projecte Objective

The brief asks us to create a bold, engaging campaign that uses one of South Africa's official languages to communicate a socially relevant message. The goal is to shift away from conventional, English-dominated advertising and instead celebrate the power of indigenous language in a way that feels authentic, entertaining, and culturally grounded.

Project Solution

We responded with a sharp and playful campaign titled "Akusona Inethiwekhi" ("It's Not the Network.") The campaign calls out the everyday moments where people blame their signal, but the real issue is their own behaviour. We used isiZulu to speak to people in a language that feels true and close to home, layered with slang, humour, and deadpan one-liners.

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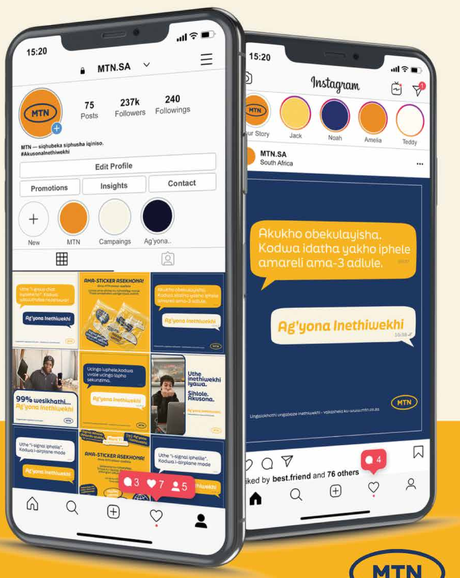
Billboards and Posters

The outdoor work uses large, typographic statements that stop people in their tracks — calling out the common lies we tell and the dramatic excuses we use, all ending with: "Akusona inethiwekhi." The posters are placed in high-foot-traffic areas like taxi ranks, campuses and malls, while the billboards make loud, cheeky statements across key urban routes, reinforcing the idea that the network isn't to blame, but you might be.



Social Media

We created a series of static social media posts designed to mimic the style and voice of Gen Z conversations. Each post delivers a short, witty call-out of everyday excuses, always ending with the punchline: "It's not the network." They're designed to be relatable, funny, and shareable, turning everyday drama into loud, visual statements that spark conversation.

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Stickers (online and Physial)

We created a series of bold, witty stickers that deliver the campaign message in short, punchy lines — all in isiZulu with an attitude Gen Z loves. The WhatsApp sticker pack lets users call out everyday excuses with phrases like "Akusona inethiwekhi" in real-time chats, while the physical stickers are designed for laptops, water bottles, phones and taxis, taking the campaign off-screen and into the real world, where people live, work and play.

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