

2016 State of the Nation (SONA)

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TNS worked closely with the Code for South Africa Data Journalism Academy to bring the 2016 State of the Nation (SONA) data to life through the use of interactive data visualisation. Social media analysis techniques were used to sift through the more than 400 thousand tweets generated around the president's speech. The teams leveraged technology to help South Africans better engage with the important discussions happening on Twitter that help shape the future of our country.

Here's a link to the article: http://www.iol.co.za/news/sona-as-it-played-out-on-twitter-1985853

For further information please contact

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^{*} The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing 15 May 2024

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