

SPARK media launch trends on Twitter

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SPARK Media launch trends on Twitter. Strategically come Dancing's Twitter hashtag #strategiccance briefly trended on Twitter when the new media sales powerhouse, SPARK Media, was launched.



"When a launch party trends on Twitter, it has to be epic," says Gill Randall, CEO of SPARK Media. "Just as dance is a working and strategic partnership between two partners, so is our relationship with our clients - and based on this concept of strategic partnerships, the launch party drew together over 500 friends, clients, marketers and media agencies."

In a very small timeframe, the hashtag #strategicqance was mentioned over 530 times With (d)nab_sa, (G)habarimedia and @Sparkmediasa being mentioned over 670 times.

SPARK Media flash mob and live performances by the group "FOUR' and Kahn, of Parlatones fame, entertained the very full Barnyard theatre. After strategic dancing performances by seven media agency couples, Wayne Bishop and Yamkela Nkanzela from PHD were crowned as the dance champions on the night.

"We Would like to thank everyone that attended, who was involved, the judges, and especially the contestants that took time out to practice their dance moves," says Gill. "We're Wondering how this will work out as an annual event and if Wayne and Yamkela Will defend their title?"

To contact SPARK Media call 010 492.8390, visit www.sparkmedia.co.za or follow them on Twitter at www.twitter.com/SparkMedia or look for 'SPARK Media' On Facebook.

Spark Media DNA Established in 2015, SPARK Media is a result of a fusing between NAB and Habari Media using the legacy platforms and Caxton owned print and digital products - in the form of NAB - and a cutting edge digital sales agency - in the form of Habari Media - to create this new media sales powerhouse. SPARK Media are Strategic Partners in Audience Research and Knowledge and they offer 'Insights that Ignite'.

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Spark Media



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