

Content Candy expands to Zimbabwe

South African digital and content marketing studio, Content Candy, is expanding its operations to Zimbabwe.



Brendah Nyakudya-Dandala, founder of Content Candy.

During his first working visit to South Africa, Zimbabwean President Emmerson Mnangagwa encouraged businesses to invest in the country, declaring, “Zimbabwe is open for business.”

Having grown up and been educated in Zimbabwe, founder of Content Candy, Brendah Nyakudya-Dandala, is excited about the opportunity: “This is the moment we’ve been anticipating and working towards — to expand our content marketing services into an exciting, growing market.

“Like every Zimbabwean, I can attest to the emotional connection we have with the brands we grew up purchasing and being served by. The opportunity to be able to finally tell these brands’ stories is exciting because all eyes are on Zimbabwe at the moment, and telling a brand’s story is ultimately telling the story of a country, my country. We, as a company, look forward to being a part of the country’s positive narrative.”

Already managing a key account in Zimbabwe, Content Candy is gearing up to open shop across the border. “We have a strong team with a diverse skill set that is able to serve all content needs for any brand, says Nyakudya-Dandala. “And as Certified Hubspot Partner, Content Candy has the proven experience and expertise to strategise a project and see it through from conceptualisation to conclusion, in any medium. Our goal is to continuously provide added value to every brand story at competitive rates.

“Africa, as a whole, is in a phase of positive disruption. It’s an exciting time for the media and marketing industry and we look forward to new opportunities in Zimbabwe,” concludes Nyakudya-Dandala.

Content Candy currently has offices in Johannesburg and Cape Town, and soon Harare. The studio provides 360-degree marketing services and solutions across a number of industries, including managing accounts for top-tier clients in the hospitality industry and financial services sector, including Sun International, Liberty Corporate, NMB Bank Limited and the Automobile Association of South Africa.