

Wunderbrand acquires Voltaire

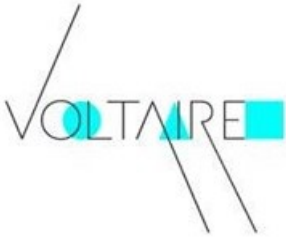
Pan-African brand consultancy, Wunderbrand, has expanded its offerings by acquiring television and animation production studio Voltaire.



Voltaire, owned by award-winning Malcolm Ché, brings with it a roster of clients that include MTV, Comedy Central and Nickelodeon. Ché now joins Wunderbrand as Creative Director overseeing and directing all creative output for their pan-African business.

"Having worked together at MTV and Comedy Central the work ethic and future forward view that Malcolm brings to Wunderbrand is one of the reasons that acquiring the company was a good fit. Our clients will now benefit from world-class animation and TV production at African rates" Notes Nicholas Kuhne MD of Wunderbrand.

Building brands across Africa



Speaking in response to the question of what equips a South African company to develop and build brands across the African continent, Ché says, "As South Africans, we are innately aware of identity, and of associating with different messages that group and define us; this puts us in a unique position to develop corporate identities anywhere by being able to understand branding challenges from the perspective of both the client and the audience they want to speak to."

Ché has over 15 years of experience in the creative industry and has won numerous awards.

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