

Jimmy's Killer Brands appoints Idea Hive

Jimmy's Killer Brands has appointed Idea Hive as the digital brand storyteller and marketing strategist for the Jimmy's Killer Express franchise.

Idea Hive also takes on digital marketing solutions for Cheeeesa Mazambane, the newcomer to the Jimmy's Killer Brands' stable.

The Jimmy's Killer Express franchise launched in 2018 and Cheeeesa Mazambane is at the cusp of its launch into all nine South African provinces.

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