

## GoBinge, Dream Team World announce branded entertainment partnership

Just Brands Africa subsidiary GoBinge has partnered with Dream Team World to help drive its branded entertainment offering. GoBinge was founded in 2018 by local marketing entrepreneur Francois van Louw, while Dream Team World is the idea of creative director and TV commercial producer, Peter Gird, and sponsorship and customer engagement specialist, Lara Black.

GoBinge produces and distributes various web-series geared towards the South African youth market and has previously produced shows such as *The MVP Club*, hosted by Cape Town DJ Tarryn Kay (TK) and *The Not So Normal Show* which is hosted by popular media influencer Nadia Jaftha.

The Dream Team World partnership will see the agency develop and nurture new talent while bringing original local content to African youth audiences that brands will be eager to invest in.

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