

# GroFin appoints icandi COMMUNICATIONS to grow its SME market

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When you are an innovative finance company focused on growing small to medium businesses across Africa, you need an agency that knows how to combine financial savvy with original thinking and creative execution. Enter icandi COMMUNICATIONS.



As a strategically driven, full service communication, branding and advertising agency with specialist knowledge of the finance industry, icandi COMMUNICATIONS understands the importance the SME space holds in growing economies in emerging markets within Africa.

That's why GroFin, a multinational SME finance and development company, recently appointed icandi COMMUNICATIONS as their preferred agency for their marketing, advertising and communication activities around their growing brand.

"We believe that icandi COMMUNICATIONS is a good fit for our business. As an agency, it's innovative, creative and is totally committed to assisting us in our endeavors to help more entrepreneurs grow their ideas into profitable enterprises, which is where GroFin comes in," says Kirk Ridgway, Marketing Manager: GroFin.

The strategic team at icandi COMMUNICATIONS is already developing an integrated advertising campaign that will show the SME market exactly why GroFin offers them "support beyond finance".

"This is an exciting time to be supporting the SME market. We look forward to helping GroFin grow in size and stature as they expand their business throughout Africa," says Kim Nelson, Managing Director: icandi COMMUNICATIONS.

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icandi CQ is a 31% Black Woman Owned, Level 2 B-BBEE strategically driven full-service digital brand, communication and employee experience agency.

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