

Nduduzo Donsa

Brand in sport and culture, across Africa.

I take global sponsorships — the FIFA World Cup, AFCON, Disney — and put them inside African culture, fan-led and local, market by market. Then I turn them into customers for the continent's biggest banks.

Brand & Sponsorship Director, Sub-Saharan Africa, Visa.
Before that, Head of Strategy at Ogilvy.

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Twenty years, one thread.

2004

Inside the culture

Wits: new media and popular culture, anthropology, film. Campus radio. Later, GQ cover stories, the editorial lead at SlikourOnLife, a podcast on brands and urban culture. The reading came before the job.

2024

Client-side at Visa

Brand and sponsorship for Sub-Saharan Africa: 20-plus markets, Anglophone and Francophone. The FIFA World Cup, AFCON, the Ronwen Williams partnership, a travel platform live in 15 countries and 13 languages.

2011

Agency strategist

Quirk, Foxp2, then nine years at Ogilvy in Cape Town and Johannesburg, ending as Head of Strategy. Carling Black Label's #NoExcuse, DStv across 17 markets, the Audi Q2 launch. Effies: the awards for work that worked.

Now

Sponsorship and brand, merged

Strategy is the easy part. The hard part is taking a global sponsorship and making it work commercially in each market, with the banks. That is the job, and the sweet spot.

Sub-Saharan Africa, in two groups.

South-East Africa

South Africa
Kenya
Mauritius
Zambia
Uganda
Botswana
Mozambique

West-Central Africa

Nigeria
Ghana
Senegal
Côte d'Ivoire
Cameroon
DRC

Where he is strongest

Kenya
Nigeria
Ghana
DRC
Mozambique

Works in the English and French markets alike. Work is built once to scale across a region, then localised market by market; the second job in every market is getting payments to people.

About



Fifteen years building brands in Africa: first as a strategist on the continent's biggest names, now client-side at Visa running brand and sponsorship across Sub-Saharan Africa.

The work is taking FIFA, AFCON and Disney assets and making them local and fan-led, then turning them into customers with the banks Visa partners with. Culture is the engine; commerce is the proof. What he brings to it: how Africans are portrayed in the world, what young people are actually doing, and fandom, which is the other half of culture.

He came to this from inside the culture, and that is still where the ideas come from.

Wits, 2004–08	BA in New Media and Popular Culture, with anthropology and film. Campus radio broadcaster and content producer.
Vega, 2010	Honours in Brand Strategy and Leadership. Later a part-time lecturer there in Principles of Strategic Thinking.
GQ South Africa	Senior urban-culture writer; cover stories on Riky Rick and Kwesta.
SlikourOnLife	Led content and editorial planning at the platform's inception.
Loeries, 2020	Ranked #6 Strategist in Africa and the Middle East, Loeries Official Rankings.

The work

Visa's sponsorships, made local. Every piece below is Visa's and its partners'; credited where it is public, marked where it is still to be cleared.

Ronwen Williams × Visa

Signed and ran the partnership · South Africa, then the continent · 2025–26

Signed the Bafana Bafana goalkeeper and captain before the team had qualified for the World Cup. Then built the arc: AFCON 2025 fan trips, children from his foundation walking out with the national team, and the World Cup itself, with Absa as the commercial partner. Talent as a platform, not an endorsement.

Visa · Absa · Migration (Shukri Toefy and team)

Campaign imagery: Visa's Ronwen Williams content, to follow with clearance.

AFCON 2025

Led the campaign for Sub-Saharan Africa · every major market · 2025

One campaign, localised and fan-led in each market, under Visa's official and exclusive payment partnership with CAF. Fans spoken to as fans, market by market, and a platform handed to partner banks to bring customers in through football.

Visa and its agency partners

FIFA World Cup 2026

Led the Sub-Saharan programme · Kenya, South Africa, Angola, Senegal, Côte d'Ivoire · 2026

Creator-led campaigns, mall activations, out-of-home, merchandise, road trips and final-viewing events across five markets. In Kenya and South Africa the activations told the fan's own story, in malls and through creators.

Visa and its agency partners



Visa × FIFA World Cup event, South Africa, 2026. Campaign imagery to follow with clearance.

The New Travel Game Plan

Sub-Saharan lead on a CEMEA platform · 15 countries, 13 languages · 2026

Visa's FIFA travel campaign with Pep Guardiola and Ronwen Williams: one idea built once and adapted per market, live in 15 countries and 13 languages, from South Africa and Nigeria to Senegal and Côte d'Ivoire.

Visa · Serviceplan Group Middle East · Dejavu

To be confirmed

The Showrun × FNB

Brought to South Africa and activated with FNB

Sponsorship and brand merged, with a bank attached. Property, year and imagery to follow.

To be confirmed

Red Bull Symphonic × Absa

South Africa

Music, with a bank attached: the partnership that put Absa inside Red Bull Symphonic. Year and imagery to follow.

To be confirmed

Disney: Lilo & Stitch, and Mufasa in Nigeria

Visa × Disney · Nigeria and the region

Sponsorship beyond football: the Lilo & Stitch campaign, and Mufasa: The Lion King in Nigeria. Scope and imagery to follow.

To be confirmed

Visa Pay, DRC, and the bank platforms

Go-to-market · DRC and the region · 2024–26

A culture-led launch for Visa Pay in the DRC, built around football and national pride through AFCON, and the co-marketing platforms that turn sponsorship into card acquisition and usage for partner banks across the region. Detail and results to follow.

Next: Dakar 2026

Youth Olympic Games · Dakar, 31 October – 13 November 2026

The first Olympic event on African soil. The strategic thinking on taking the Olympic asset to young people through culture. Nothing to show until it launches.

Visa

Before Visa

Carling Black Label #NoExcuse

Ogilvy Cape Town · 2017

AB InBev's first brand-purpose campaign in Africa, built on the brand's Kaizer Chiefs and Orlando Pirates sponsorship: the first alcohol brand in South Africa to take a stand on abuse, on the can itself. Its 2018 follow-up, Soccer Song for Change, won the Cannes Lions Grand Prix for Radio & Audio.

DStv

Ogilvy Johannesburg · 2017–24

Acquisition, retention, retail and brand strategy for South Africa and 16 African markets. The Explora Ultra × Netflix launch with Siya Kolisi, which reversed negative sales; the 2018 and 2022 World Cup campaigns; DStv Business; a single-insight festive campaign across Africa. Effie-winning.

Audi Q2 #Untaggable

Ogilvy Cape Town · 2017

A local strategy for a global launch: society's labels as the insight, Thando Hopa as the face. Audi's first compact SUV sold out in South Africa.

Diageo Africa and Coca-Cola

Ogilvy Johannesburg

Repositioned Gilbey's Gin and Master's Choice in Nigeria; relaunched Bell Lager in Uganda on nation-branding thinking; the relaunch strategy for PowerPlay in South Africa.

Partners and awards

Sponsorships and partners

FIFA World Cup 2026

Visa, Worldwide Partner

Africa Cup of Nations

Visa, official and exclusive payment partner of CAF through 2026

Disney

Lilo & Stitch; Mufasa: The Lion King

Dakar 2026 Youth Olympic Games

Next

Absa

Commercial partner on Ronwen Williams × Visa and Red Bull Symphonic

Partner banks and fintechs across the region

Names on request

Awards and recognition

Ranked #6 Strategist, Africa and Middle East

Loeries Official Rankings 2020

Effie Awards South Africa 2023: Grand Effie, two gold, two silver

As Head of Strategy, Ogilvy; DStv, Mondelez, Castle Lager

Effie Awards South Africa 2021: two silver, two bronze

As Strategy Director, Ogilvy; Effie juror in 2022

Building a brand that has to matter in Africa?

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[Bio as a PDF](#)

[Johannesburg](#)

For brands that want to win culture, win in markets, and win through disruption.

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