

Zang caffeinated chocolate launches an animated series to fight sleep

Issued by [M&C Saatchi Abel](#)

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Zang is a caffeinated chocolate - a delicious weapon to fend off drowsiness and fight sleep.



Every bar contains the same amount of caffeine as a strong cup of coffee or a 250ml energy drink, making Zang the tastiest way to keep your eyes open and fight the darkness.

But where did Zang come from?

To launch the brand, in partnership with Bewilder Animation Studios, the team at M&C Saatchi Abel created a delicious backstory for the brand, that tells the tale of Zang, the lovechild of chocolate and caffeine.



Released in four punchy episodes, the story always ends on a cliffhanger to keep the audience up at night.

Discover the first instalment of the legend of Zang [here](#):

And let us know if you'd like to be contacted for updates as we build a world that becomes ever more romantic, dangerous and mysterious.

#KOFatigo



Context on the brand

Whether you're starting your day, cramming for an exam, working the late-night shift or recovering from a particularly nasty hangover, Zang is the tasty lift you're looking for.

Zang was started by two young entrepreneurs in Cape Town, South Africa, and in just under three years it's become the second-largest caffeinated chocolate brand in the world, and the only one available in South Africa.

Zang comes in milk and dark flavours, and in two handy sizes: a small bite-sized 14g bar and standard 36g bar.

Both are available in selected Pick n Pay, Spar and Forecourts around the country with an increasingly growing footprint in Gauteng.

Social media links for Zang:

facebook.com/ZangChocolate

[@ZangChocolate](#)

[Instagram.com/ZangChocolate](#)

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[ZangChocolate.com](#)

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