

Insurance ad sparks outrage in Zimbabwe

By [Dumisani Ndlela](#)

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An insurance renewal advertisement by RM Insurance has provoked the women's rights lobby in Zimbabwe, which is demanding an apology from the company for demeaning "wives, mothers, daughters, sisters and grannies."

The advertisement, which came out during the recent renewal period for motor vehicle insurance, had the image of a woman in pain, with the caption: "Some periods can be painful."

The Women's Trust, a powerful women's rights campaigner, said in a statement in a weekly newspaper: "In the name of all that remains decent in our society, we call upon RM Insurance to make a review of their statement."

"Child birth and the process that leads to it is a sacred, beautiful and extremely empowering happening for women. We treasure it for it is what keeps the human race existing," said the statement, demanding "some respect" for women.

RM Insurance's managing director, Don Muthe, and his marketing and business development division manager did not answer questions on the issue sent to them by email on Wednesday, 24 February 2010.

Zimbabwe's advertising regulator, Advertising Standards Authority, was however understood to have received no complaint over the advert.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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