

Zimbabwe's brands to fight for honours

By [Dumisani Ndlela](#)

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The Marketers Association of Zimbabwe (MAZ) is to unveil its Superbrand - Brand of the Year 2010 competition at a Harare hotel on Friday, 5 March 2010.



This is likely to be the first real battle of the brands outside the show-off that has been taking place on the marketing arena over the past five years in which a number of companies shed off old logos and catchphrases for more confident and fashionable statements.

Gillian Rusike, executive secretary of MAZ, said the battle has already started, with an invitation having been sent out to all marketers who feel their brands qualify to become a Superbrand.

“It's a national event that's going to incorporate all brands,” said Rusike. “Even international brands are eligible as long as they are based in Zimbabwe.”

He said there will also be sector winners in the battle for brand supremacy.

Rusike said a research company would be appointed to conduct a due diligence on brands entered for the competition.

Promoting marketing professionalism

Independent adjudicators from different sectors of the economy would be appointed to choose the winning brand. Selection of the winners will include a valuation of brand awareness, performance as well as deliverance as judged against brand promise. This will emerge from information from the researchers.

“The idea is to promote marketing professionalism,” said Rusike.

The unveiling ceremony will be attended by brand managers, marketing executives, advertising agencies, sales executives, business development managers and operations managers.

For further information and how companies can enter their brand, contact Gillian Rusike on +263 11545480 or email .

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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