

Media group in advertising awards partnership

By [Dumisani Ndlela](#)

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Zimbabwe's growing media group Alpha Media Holdings (AMH) has joined hands with Meet the Challenge Conference to create a new advertising awards brand, AMH Ngoma Awards, an announcement from the organisers said.

Meet the Challenge Conference took over running of the competition in 2006 from The Advertising and Publicity Club which started the competition in 2005. The Advertising and Publicity Club however remains a key stakeholder in the annual event that recognises excellence in the advertising industry.

Several other advertising awards collapsed as a result of an economic malaise in the Zimbabwean economy. One of these was the Creative Directors' Forum Awards, which dominated the advertising industry during the 1990s.

Replacing Ngoma Advertising Awards

AMH Ngoma Awards will replace the traditional Ngoma Advertising Awards under the new rebranded partnership, expected to bolster the annual awards events that has been a part of the advertising calendar since 2005.

AMH, which publishes Zimbabwe's only independent daily newspaper, *NewsDay*, as well as two weekly titles, the *Zimbabwe Independent* and *The Standard* and has interests in printing, publishing and newspaper and magazine distribution, said its partnership in the advertising awards was meant to support the awards' objective and add value to the competition as well as the awards event.

A workshop will this year be held as part of the awards event and will be conducted by an international judge who will be part of the judging panel for the awards.

Ad industry rebounds

Zimbabwe's advertising industry, which has been stagnant due to a decade-long crisis that ended with dollarisation and formation of an inclusive government in 2009, has rebounded with advertising budgets, which had become an unwanted expense within local industries, now being highlighted as a crucial investment in a highly competitive, consumer-driven market.

Judy Macdonald, coordinator of the awards, said there was nothing different to the competition other than that there was now a partnership with AMH.

"It helps us to keep the costs down," Macdonald said about the partnership.

Advertising agencies that want to submit their portfolios for the awards can contact Judy Macdonald by emailing empire@mango.zw or tel: +263 4 870 306/ 883 734.

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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