

## Best OOH campaign in Zimbabwe

Zimnat and JCDecaux won Best Outdoor Campaign Category at the Exceptional Marketing Awards (EMA) for their efforts in promoting their latest campaign in Zimbabwe.



Winning Zimnat OOH campaign, Zimbabwe.

Zimnat's winning Out of Home Campaign was to execute a strategy that entailed a vehicle rammed into a building to create product awareness, talkability and innovation throughout Harare.

Zimnat is one of Zimbabwe's leading insurance and financial services companies, providing wealth creation, management and protection through general insurance, life assurance, asset management and micro finance solutions.

The award was presented during the 10<sup>th</sup> Annual Marketers Convention, held at the Kingdom Hotel, in Victoria on November 2, 2018. The Exceptional Marketing Awards (EMA) celebrate excellence and innovation across the marketing process within the business spectrum. They recognise organisations and people who have pushed their brands towards measuring success through effective running of their marketing plans.



### JCDecaux set to transform Nigerian OOH

21 Nov 2018



Said Victor Shambare, general manager for JCDecaux, Zimbabwe, "We are honored to have received this award. It serves to confirm that JCDecaux Zimbabwe is well on track in its goal to create exciting, memorable campaigns that demonstrate the power and multifariousness of Out of Home. This, together with the innovative solutions thought up by our creative team, means we are perfectly positioned to advise and devise the best Out Of Home solution for each brand."

Added Angela Mpala, group executive, Zimnat, “As Zimnat, our ambition is to always push the envelope and go for iconic. We are driven by a passion to set world class standards and make the lives of our consumers better. “

Founded in 1946, Zimnat has been a leading player in Zimbabwean life assurance and short-term insurance industries. For over seven decades, Zimnat has been protecting the assets of Zimbabweans, managing their wealth and ensuring that their assets and funds are passed onto future generations. The Zimnat group has four business units: general insurance, life assurance, asset management and micro finance, which means that almost all the financial planning requirements of individuals and companies can be met by the group.

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