

Star FM scoops award

The country's first commercial radio station, Star FM, clinched first runner-up position for the Outstanding Marketing Entry of the Year at the 4th Annual Marketers Association Zimbabwe Convention held in Victoria Falls. The award is courtesy of the annual MAZ Outstanding Marketing Efforts Awards that seek to recognise and reward the most outstanding efforts and campaigns in Zimbabwe.

Star FM, owned by the Zimbabwe Newspapers Group, was launched in June this year and is broadcasting on 89.7 and 95.5 Megahertz in Harare and Bulawayo respectively and has a 24-hour programming schedule.

Zimpapers group marketing and business development director, Tapiwa Mandimutsira said the award was a clear indicator of the confidence shown by the listeners in the station.

"Right now, we are working on increasing listenership of the station and one way is making the station accessible. In this light, we are going to set up a transmitter in Victoria Falls before the end of the year so that the people in this area have access to the radio station," he said.

Other winners

Schweppes Minute Maid Pulp orange juice won the Outstanding New Market Entry award, easily placing Delta Beverages as this year's biggest winner as it clinched four awards.

Coca-Cola Pimped Up Ride Promotion scooped pole position for the Outstanding Campaign of the Year award while Minute Maid Pulp orange juice ensured the beverage company's run of dominance as it came in as second runner-up.

Telecel Zimbabwe was the first runner-up.

Delta Beverages executive director (marketing), Maxen Karombo sealed the company's winning streak by being named this year's Outstanding Personality of the Year.

First Mutual Life's managing director and recently appointed MAZ president, Ruth Ncube was first runner-up, while Packer International's group chief executive, Tawanda Mutyebera came in as second runner-up.

In other categories, Outstanding Corporate Social Responsibility of the Year went to Mbada Diamonds while Marange Resources and Lafarge were first and second runner-up respectively.

Zimbabwe's cable telecommunications firm, Powertel, was not to be outdone walking away with the Outstanding Parastatal of the Year award while POSB followed behind as first runner-up and ZITF as the second runner-up.

Source: [allAfrica](#)