

Superbrand Awards partners with Nhume Marketing Communications

The official distributor of Z-CARD Africa, Middle East, India and Turkey (ZAMI) in Zimbabwe, Nhume Marketing Communications, has been appointed as the official print partner for the Marketer's Association of Zimbabwe's Superbrand Awards - based exclusively on the Z-CARD.



Tatenda Muregi

The Superbrand Brand of the Year is an international concept adopted by the Marketers Association of Zimbabwe in 2010. The key drive behind the concept is the need to create a level playing field in the branding landscape and to ensure that the best performing brands are celebrated and rewarded.

Three Superbrand events will take place during 2014 and each one will see Nhume Marketing Communication coming up with innovative Z-CARD concepts to support the Marketer's Association of Zimbabwe's communication objectives.

The Superbrand launch event takes place on 30 May. This will be followed by a promo event in August/September and then the Superbrand Awards ceremony in December.

Full brand exposure

"Nhume Marketing Communications - and in extension ZAMI - will enjoy full brand exposure during these event and in all Superbrand-related marketing campaigns run by the Marketer's Association of Zimbabwe," says Nhume Marketing Communications' Tatenda Muregi.

"Given the dire state of Zimbabwe's economy at the moment, the exposure and leverage is of great value to us," he adds.

"Tatenda and his team have already done a great job breaking into various sectors with our compact and innovative Z-CARD," says John Davis, the Managing Director of ZAMI.

"Now, this partnership with the Marketer's Association of Zimbabwe, will take our products to even greater heights in the region," he adds.

For more, visit: <https://www.bizcommunity.com>